BROADCASTING

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WASHINGTON, D. C.
APRIL 15, 1937

Foreign
$4.00 the Year

Broadcast Advertising

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

POWERED FOR THE JOB

Power to reach his destination is a primary concern of every good pilot. And the powerful influence of WHO is a vital help in reaching your sales-objective in the rich Iowa market.

CENTRAL BROADCASTING CO.
J. O. Maland, Mgr. Des Moines, Ia.

WHO-Des Moines-50,000 watts

SPHINX TALKS— KLZ smacked one on the button for Denver sports fans March 11 by airing exclusive interview with Joe "Brown Bomber" Louis. When local promoters blocked scheduled studio broadcast, KLZ engineers ran a loop into the fighter's private car. The Bomber, ordinarily a man of few words, loosened up with a swell interview.

BRILLIANT NEWS BEAT— Within seconds after the first flash of the New London school disaster, KLZ was long-distancing to the scene for full details. With characteristic alertness and persistence, KLZ newsmen detoured around clogged wires into Overton, Texas, 4 miles from New London, and got Jack Cox, Overton merchant, on the wire. "I can hardly talk to you," Cox said. "The bodies of 24 little boys and girls are in my store now." With first hand information, KLZ's regular newscast went on the air a few minutes later ahead of all other news agencies to give KLZ listeners a full and authentic report of the nation's greatest school catastrophe.

GEE! WHAT'LL THEY DO NEXT?

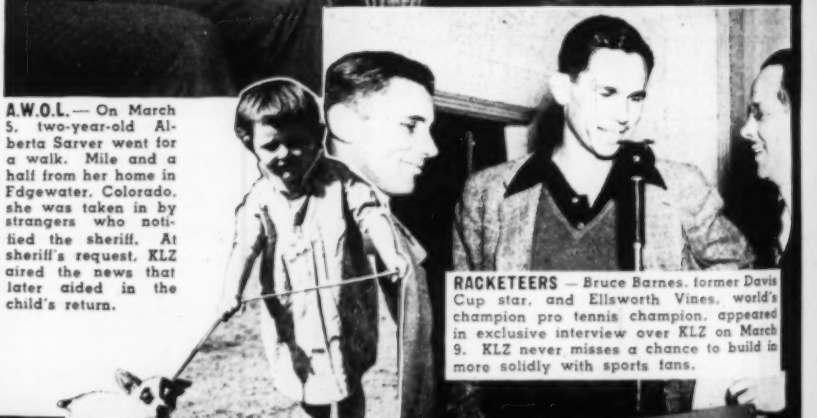
DENVER WONDERS . . . AND LISTENS

Action . . . movement . . . life . . . that's what gets attention. That's what KLZ is giving listeners in the Denver-Rocky Mountain region.

KLZ's alert and efficient news staff alone has smacked out enough news scoops, both local and national, to make it the talk of this area. With its wire service, its many private "pipelines" to all the important local news sources and a staff of news "bloodhounds" that can smell a story almost before it breaks, KLZ is looked-to and listened-to for news as is no other medium in this region.

KLZ bears down on the showmanship throttle every minute. No bets are overlooked to bring its audience timely, interesting special events. KLZ keeps its audience on the edge of its seat. It is the station this region listens to. It's the station that can really put your selling story over in this market.

GANG BUSTERS— On March 3 the killing of Clifford McKissick in gun battle with Denver police was dramatized during the Gang Busters program. Geo. W. Marland, Denver police chief, and James E. Childers, captain of detectives, leading characters in the episode, are shown listening to program at police headquarters. So many other Denverites listen to KLZ that defense lawyers in sequel cases are hard put to find jurors who did not hear it.



A.W.O.L.— On March 5, two-year-old Alberta Sarver went for a walk. Mile and a half from her home in Edgewater, Colorado, she was taken in by strangers who notified the sheriff. At sheriff's request, KLZ aired the news that later aided in the child's return.

RACKETEERS — Bruce Barnes, former Davis Cup star, and Ellsworth Vines, world's champion pro tennis champion, appeared in exclusive interview over KLZ on March 9. KLZ never misses a chance to build in more solidly with sports fans.

BASKETBALL CHAMPS— Week of March 15, KLZ carried broadcasts of national A. A. U. basketball tournament. Denver Safeways won final game before a crowd of 7500, a victory for which Denver had been waiting five years. Presentation of medals to winners by J. T. Mahoney, national A. A. U. president, was aired exclusively by KLZ

KLZ

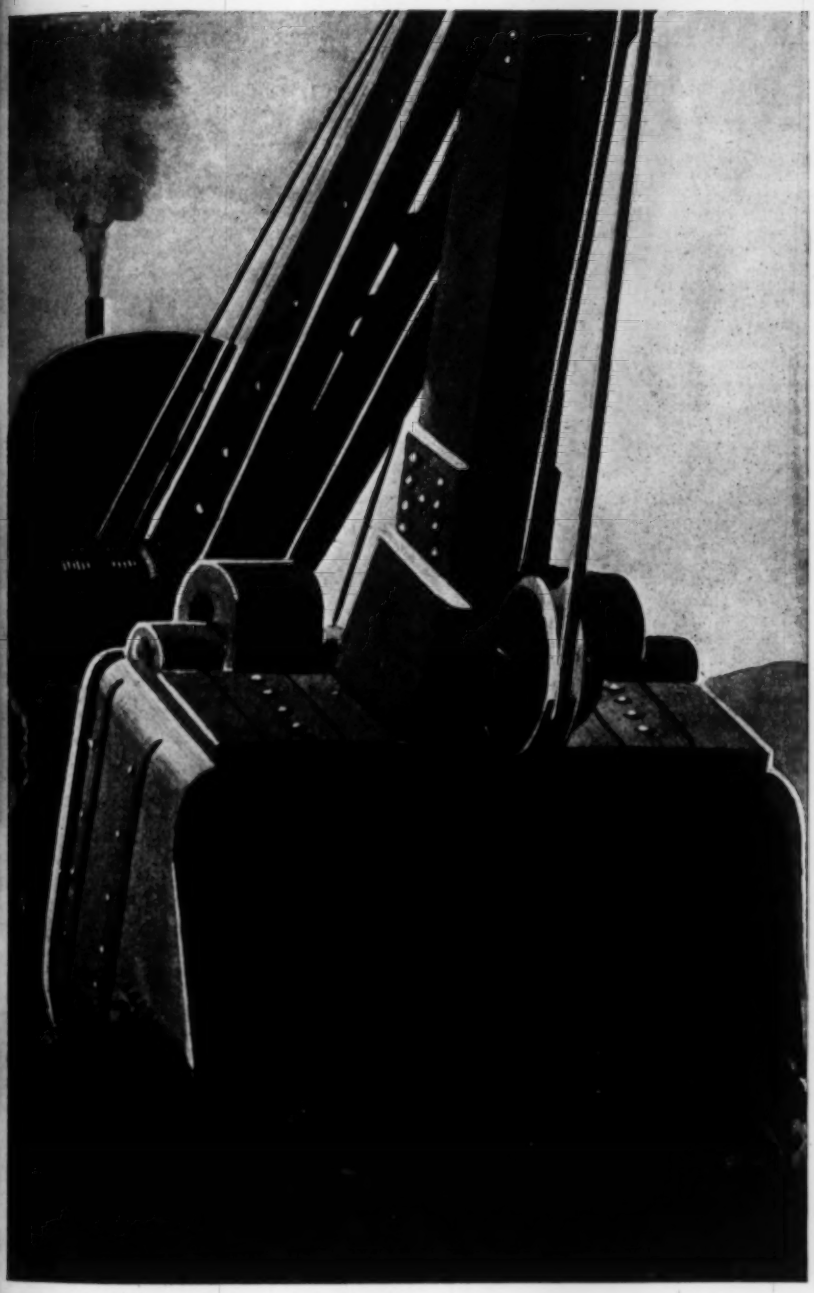
Denver

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Represented by

E. Katz Special Adv. Agency

Dig into 13 big markets at low cost



HERE is one way to make your budget for New England go further and accomplish more.

Plan to spread your appropriation to include direct local attack in 13 choice markets, where population density and the many retail outlets offer greatest possibilities for volume sales.

Over the Colonial route you can do this at low cost. Every station in the Colonial group commands dealer confidence and co-operation, because every station has created a large local audience with popular network programs and strong local features. WAAB, Boston, for example, leads all local* stations in listeners . . . covers the entire Metropolitan Boston area.

All other Colonial stations are relatively strong; and the entire network provides an all-New England audience, embracing the largest retail areas and taking in more productive territory than it is possible to reach by any other group at equally low cost.

**Local stations—not carrying full schedule of network programs.*

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport	WNBH	New Bedford
	New Haven	WLLH	Lowell
WTHT	Hartford	WBRY	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

"Owed to a shel

l onscious gentleman..."

Advertising Support right through the Summer!

TODAY, as never before, advertisers know that dealer support must be *year-'round*. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers ring for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running a straight 52-week schedule. People respond to this by the millions—and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to *your* dealer... to *your* product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at *some* hours, there are *more* listeners than in winter!

... 92 out of every 100 adults are at home in any one summer week all summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

THE QUEEN OF SHEBA COMES TO LIFE!

"Phenomenon ELECTRIFYING HISTORY" Tested Radio Program ready for broadcasting NOW!

● **New!** Fantastically imaginative and historically correct — scripts to hold an audience of all ages!

● **Tested!** Not an experiment, but a proved "hit" — already tested by actual broadcasting for the industry.

Most outstanding electrically transcribed educational entertainment feature in America!

Custom-Built for POWER & LIGHT COMPANIES

From the pages of history come drama, romance, adventure to tell one of today's most thrilling stories — presented by New York and Hollywood network stars, under Broadway direction. Not syndicated material—but custom-built electrical transcriptions; auditions immediately available!

RADIO and SCREEN Stars!
Hugh Conrad
"MARCH OF TIME"
Claude Rains Jean Colbert
Fred MacKaye
Robert Frazer

THIS MERCHANDISING PLAN for ELECTRICAL INDUSTRY *will Build Load!*

Keyed to cover every phase of the sales problems now confronting you—"Phenomenon" has been audience-proved. It is a merchandising success in selling appliances—in BUILDING LOAD—the industry's major problem, and has been created solely for this purpose. A radio merchandising plan to entertain and educate as it sells. A program for every member of the family. Send at once for full information on this plan.

WRITE OR WIRE for "FLICK THE SWITCH"

MIDLAND BROADCASTING CO., Kansas City, Missouri

ANOTHER KMBC TESTED FEATURE!

— a sales manual which describes the load-building possibilities of Phenomenon; also a beautiful illustrated brochure.

1st. In Listener Interest *and in Pulling Power* Here's Proof

39%

*of Detroit's Families Prefer WWJ to Any Other Radio Station**

That WWJ is the favorite station of Detroit, there can be no doubt. Actual survey shows that it is preferred by 39% of the city's families—6% more than prefer any other station*. Being the first radio station in the country to broadcast regular daily programs, WWJ has naturally, long since, become an established Detroit institution. Its cooperation with the Detroit public schools, the Detroit Symphony Society, the Detroit Board of Health, the Art Institute, Juvenile Courts and other civic institutions has won for WWJ an intimate standing in the Detroit community unequalled by any other station.

But, WWJ offers more than ***quality*** and ***prestige.*** It offers ***quantity*** as well. It is ***first in listener interest*** in a rich, prosperous, responsive market and guarantees at least a primary coverage of 2,388,741 people, nights and 3,170,762 people days**. That's why it's ***first in pulling power, too.*** Check its possibilities today!

**From a survey made in 1936 by George B. Hackett, independent researcher.*

***From Standard Coverage and Market Data Service.*

Owned and Operated by
The Detroit News—Member NBC Red Network

National Representatives

THE PAUL H. RAYMER COMPANY

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
366 Madison Ave.	Tribune Tower	General Motors Bldg.	Russ Bldg.
Murray Hill 2-8690	Superior 4473	Trinity 2-8060	Douglas 1294

WWJ

Now advertised regularly over Cleveland's Friendly Station

Anacin
Alka Seltzer
American Can
Spud Cigarettes
Bayer's Aspirin
Kools and Raleighs
Camay Soap
*Chipso
Dr. Lyon's
*Ivory Soap
*Jergen's Lotion
*Woodbury's Soap
Pond's Cold Cream
National Biscuits
20 Mule Team Borax
Phillips Toothpaste
Sanka Coffee
*Drene
*Sherwin-Williams
*Cystex
*Lakeside Biscuit Company
*N R G Rolls
*Baby Ruth Candy
*B C Headache Remedy
*Minit-Rub
*Cal Aspirin
*San Felice Cigars
*La Fendrich Cigars
*Feenamint
*Pursang
*Erin Brew
*Varady of Vienna
*Ovaltine
*Essence of Life
*Bunte Candies
*Carter's Pills
*Un Air Embaume
*Dandee Pretzels
*Rem
*Rel
*Muller Chicory
*Nu Enamel
*Ourine
*Pluto Water
*Smith Brothers
*Treesweet Juices
*Kosmet Cosmetics
*Bonne Belle
*Ret
*Kruschen Salts
*Gall-Flo
*Rubine
*Eye-Gene
*Jungs Products
*Prophylactic Toothbrushes
*National Dairies
*Lamp's Rug Cleaner

*Direct

Of three large drug chains in Northern Ohio, one spends 80, another 100 percent of their radio dollars with WGAR. We know, sell to and sell for the druggist!

W·G·A·R

CLEVELAND'S FRIENDLY STATION

John F. Patt, Vice-President and General Manager

Edward Petry & Company, National Representatives

Two New Important Markets for NBC...

WDEL

WILMINGTON, DELAWARE

Is Pleased to Announce

Its Affiliation with the

NATIONAL BROADCASTING COMPANY

As a Basic Outlet of the

RED NETWORK

Effective April 15, 1937

WORK

YORK, PENNSYLVANIA

Is Pleased to Announce

Its Affiliation with the

NATIONAL BROADCASTING COMPANY

As an Outlet of the

RED and BLUE NETWORKS

Effective April 15, 1937

WDEL

Wilmington • Delaware

★

WORK

York • Pennsylvania

"Odzooks!-I forgot time schedules!"

IF you are tired of countless details—tired of working up analytical and statistical data and the other "preliminaries" of your campaigns, *we'll do it for you!*

We'll compile coverage figures with population, radio homes, retail outlets, available time schedules and campaign costs, including talent—leave you free to work up your important *creative* end of the job.

In addition, we can help line up your merchandising cooperation and tie-ins — do *most* of the things that take your time and dissipate your profits . . . Let's talk it over —at your office, or at any of ours, below.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 8 WASHINGTON, D. C., APRIL 15, 1937 $3.00 A YEAR — 15c A COPY

NAB Convention in Chicago June 20-23

By SOL TAISHOFF

Sherman Hotel Is Headquarters; Board Approves Public Domain Disc Library; Supports State Copyright Laws

AFTER designating Chicago as the convention city for the second successive year, with June 20-23 as the time, the NAB board of directors at a meeting in Washington April 7 dug its collective teeth into the general copyright situation and authorized sweeping actions on several fronts.

The Sherman Hotel will be convention headquarters. The selection was made, as were the specific dates, by the NAB executive committee, comprising President C. W. Myers, Treasurer Harold Hough and Managing Director James W. Baldwin. In designating Chicago as the convention city, the board at first found itself unable to pick the specific four-day period because of other conventions. The June 20-23 dates were finally cleared April 13 by Mr. Baldwin.

At its morning session April 7, the board tentatively selected June 13-16, only to rescind it in the afternoon following word that the Pacific Advertising Clubs Association had scheduled a convention in Salt Lake City at the same time. The Advertising Federation of America holds its convention in New York June 20-23, but this conflict was viewed as unavoidable. The Braddock-Lewis championship fight occurs in Chicago, June 22.

May Be Permanent

Chicago won as convention city because of its central location and because last year's convention drew the biggest attendance in NAB history, with a gross enrollment of 816 and a delegate registration of 258. The NAB has approximately 400 station members. With this new precedent in selecting the same city twice in succession, it is not unlikely that Chicago will become the convention city on a permanent basis.

The only definite action taken by the board, after discussion of a wide range of subjects, had to do with copyright, as follows:

1. Gave Managing Director Baldwin, the green light on his public domain transcription library project, to be sold stations through a separate corporation in which NAB officers would be the stockholders. Ten hours of this library already have been recorded, with 25 hours promised for delivery to stations at a rate yet to be established prior to the June convention.

2. Gave unqualified endorsement to the state copyright laws of Montana and Washington State, enacted in March, which strike at the vitals of radio's controversy with all of the music copyright groups by requiring listing of all numbers, clearance of music at the source in the case of networks and introduction of a "per use" basis of payment.

3. Authorized the managing director to retain counsel to assist in defense of both the Montana and Washington measures, now under attack in the courts by ASCAP.

4. Voted the association's support of the bill proposed by Ed Craney, hard-hitting manager of KGIR, Butte, to amend the Federal copyright laws by striking out the innocent infringement clause of $250 minimum damages and leaving judgment to the court; and by requiring networks to assume full liability on infringements at the source, whereas each affiliated station now is held responsible, with the same provision to prevail for transcription companies. This bill was proposed by Mr. Craney in his open letter to Congress two months ago [BROADCASTING, Feb 15]. On March 29, it was introduced in the Senate by Senator Sheppard (D.-Tex) and referred to the Committee on Patents.

5. Voted to support the Duffy Bill (S-7) reintroduced this year after having fallen the victim at the last session of violent ASCAP opposition in the House. This bill similarly would eliminate the present minimum statutory damage provision and serve to check the onslaughts of copyright combines in other ways.

6. Authorized the appointment of a committee of three to investigate and formulate plans whereby stations might seek to procure refunds of money paid to Music Publishers Holding Corp., subsidiary of Warner Bros., for its music during the period Jan. 1 to July 31, 1936, when the Warner houses were outside the ASCAP fold. It has been estimated some $250,000 had been paid these five Warner companies by some 250 stations. MPHC has turned deaf ears to the entreaties of NAB and certain of these stations for the refunds. The committee named comprises Joseph O. Maland, vice-president of WHO, Des Moines; John Elmer, NAB first vice-president and head of WCBM, Baltimore, and John J. Gillin, Jr., manager, WOW, Omaha.

NAB Disc Library

Much interest centered about the auditioning of the public domain library samples. With a turntable set up in an outside office, the board, seated before a remote speaker in Mr. Baldwin's office, listened to a cross-section of the 10-hours of transcribed discs he had available. These covered the customary musical ensembles, vocals and other items adapted for transcriptions, all using numbers selected from the public domain files of the Library of Congress, and arranged by the NAB Copyright Bureau staff of a half-dozen headed by Edward Fitzgerald, NAB copyright director.

These constitute the first segment of a projected library of a minimum of 100 hours planned by Mr. Baldwin and authorized by the Board of Directors just a year ago. All told, he estimates that some 1,700 separate public domain compositions will be required for the 100-hour library. The production schedule calls for 25 hours, or some 400 to 500 public domain numbers, to be available for delivery within the next month or six weeks.

The discs will not be offered stations until the new NAB copyright corporation, which will be largely an incorporation of the existing Bureau of Copyrights, is formed and prepared to do business as a corporate entity, which the NAB cannot [See BROADCASTING, April 1]. Following the auditions, the board agreed that the NAB officers should proceed with the organization of the corporation, with the executive committee to approve the structure before it actually engages in business. It agreed, too, that at the next meeting of the board, probably during the convention in June, the corporation should submit a report covering plans for the ensuing year.

The actual basis on which the

Bulova Plans Atlantic Chain Following Purchase of WLWL

Bitter Controversy Closed by Sale; New Network Would Extend From Philadelphia to Boston

AMICABLE settlement of the long-standing Paulist-CBS-Bulova controversy, which resulted in more radio intrigue than any other recent agitation, has been effected with the outright sale of WLWL, New York station owned by the Paulist Fathers, to Arde Bulova, watch manufacturer and broadcaster, for a reported figure of $275,000.

This transaction, in which Mr. Bulova, CBS officials and the Paulist figured, will make possible completion of the Bulova plan for an upper Eastern Seaboard network extending from Philadelphia through New York to New England with a half-dozen or more stations, practically all of which are Bulova-owned or controlled. FCC approval of the sales transaction, of course, is essential and is expected.

Mr. Bulova and James P. Kiernan, commercial manager of WLWL and a central figure in its six-year quest for full time, visited the FCC April 8, at which time they explained the transaction. The plan, it is understood, follows closely that originally worked out by CBS with the Paulists whereby WLWL would become a full-time station in New York, operating with high power of possibly 10,000 watts on the 1100 kc. clear channel. Whereas the CBS proposition, worked out more than a year ago, would have provided for acquisition by that network of the station either on a lease or sale basis with a certain amount of guaranteed time to the Paulists, the Bulova transaction involves an outright sale and with no guarantee of time to the Paulists.

Forming a Network

It is reported that the sale to the Bulova interests resulted from a three-way transaction in which CBS, and more particularly its executive vice-president, Edward Klauber, used its good offices.

With the anticipated approval of the transaction by the FCC Broadcast Division, plans of Mr. Bulova to proceed with his network probably will go forward at once. Harold A. Lafount, former FCC commissioner and in effect general manager of Bulova broadcasting enterprises, has laid out the network plans. Mr. Lafount also has interest in several other Bulova stations.

This network, as the present situation stands, is expected to include the new full-time WLWL as the key station. Other affiliates would be WPEN-WRAX, Philadelphia regional now operated by Mr.

(*Continued on page 70*)

library service will be offered stations will be decided by the corporation officers. There was some speculative discussion of this by the board, however, with the tentative understanding that the library would be offered to NAB members on a flat rate basis, per hour of recording, irrespective of station size or earning capacity. A round figure discussed was $10 per hour per station. Employing this as a base, if 400 stations subscribed for the entire projected library of 100 hours, the aggregate income figure would be $400,000.

Emergency Supply

As originally outlined by Mr. Baldwin, and as approved by the board and the membership at the last convention, the public domain library is designed as a reservoir of industry-owned music which would be available in the event another emergency, such as that which developed when Warner pulled out of ASCAP last year, should befall the industry. Moreover, by having available such a supply, it is held, the industry would be placed in a better bargaining position on music performing rights, without being forced to assent to arbitrary demands of such groups as ASCAP.

The public domain transcriptions are lateral cut, on an acetate base, and are being produced in New York according to specifications prescribed by Mr. Baldwin. The process employed, he declared, is one evolved by the NAB after a thorough study of the entire field, and no imprint other than that of the trade association appears on the discs.

Following the audition of the library, according to the NAB minutes, the board members "unanimously voted that the managing director and his staff be highly commended for the work thus far accomplished in the building of a music library for radio stations."

In agreeing upon retention of counsel to assist in the state copyright litigation, the board specified that such counsel also advise other state broadcasters on appropriate legislation of a similar character. It is felt that the Washington and Montana bills legally will withstand court attack.

Actual drafting of these measures, in the rough, is attributed to Kenneth Davis, Seattle attorney, managing director of the Washington State Association of Broadcasters, who undertook the task largely at the behest of Mr. Craney and of T. W. Symons Jr., president of KFPY, and associated with Mr. Craney in KGIR. Mr. Symons is a member of the NAB

Reviews Disc Plan

Mr. Baldwin informed the board of directors that approximately $25,000 had been expended thus far for the public domain library. In his report to the membership on the meeting he asserted that the cross-section of the 10 hours recorded covered 180 selections. He added that the present schedule of the Bureau calls for 25 hours of recording or approximately 500 selections, by June 1. He continued:

Just one year ago this month the Board of Directors at a meeting in Chicago approved a plan submitted

(*Continued on page 66*)

NAB BOARD—In between sessions of the special NAB board meeting held in Washington April 7 this photograph was made. Left to right, seated, are: Harold Hough, WBAP, Fort Worth, treasurer; C. W. Myers, KOIN-KALE, Portland, Ore., president; James W. Baldwin, managing director; John Elmer, WCBM, Baltimore, first vice-president; John J. Gillin Jr., WOW, Omaha; T. W. Symons Jr., KFPY, Spokane; Gene O'Fallon, KFEL, Denver. Standing, Edwin W. Craig, WSM, Nashville; Edward A. Allen, WLVA, Lynchburg; Gardner Cowles Jr., KSO-KRNT, Des Mo nes; F. M. Russell, NBC Washington vice-president; Arthur B. Church, KMBC, Kansas City; Joseph O. Maland, WHO, Des Moines and John Patt, WGAR, Cleveland. Missing from the photograph, but present in Washington were Harry C. Butcher, CBS Washington vice-president, and Gordon Persons, WSFA, Montgomery. Absent directors were Alfred J. McCosker, WOR, Newark; L. B. Wilson, WCKY, Cincinnati; W. W. Gedge, WMBC, Detroit, and Ralph R. Brunton, KJBS, San Francisco.

Other Convention Dates

American Newspaper Publishers Association—Waldorf Astoria Hotel, New York, April 21-23.

Association of National Advertisers — Hot Springs, Va., April 25-28.

American Association of Advertising Agencies—Greenbrier, White Sulphur Springs, W. Va., April 29, 30 and May 1.

Radio Manufacturers Association—Hotel Stevens, Chicago, June 8-9.

Pacific Coast Advertising Clubs Association — Salt Lake City, June 13-17.

Advertising Federation of America — Pennsylvania Hotel, New York, June 20-23.

CEREMONY PLANNED FOR KLZ AND KVOR

A CELEBRATION marking completion of new facilities for KLZ, Denver, and KVOR, Colorado Springs, has been arranged tentatively for June 19-27 by the Oklahoma Publishing Co., operating the stations, along with WKY, Oklahoma City. Spot buyers from Chicago advertising agencies, along with other figures in the industry, have been invited.

Because of possible conflict with the NAB convention, now scheduled for the latter half of June, the dates may be changed.

Both of the Colorado stations, purchased within the last two years, have been completely rebuilt and have been "rededicated to the service of the areas they serve in accordance with the policies of the Oklahoma Publishing Co.," said Edgar T. Bell, business manager of the latter company, in announcing the celebration. The trip includes a visit to the Colorado Springs and Pikes Peak region and Estes Park. The invitations have been issued by E. K. Gaylord, president of the Oklahoma Publishing Co., and Mr. Bell.

Status of NAB Grant to Joint Group For Radio Coverage Study Undecided

DEPARTING from usual procedure, the NAB board meeting in Washington April 7 failed to discuss or act upon current industry issues involving station time, rates and related data. The docket was jammed with basic industrial problems, notably copyright, with the result that the meeting adjourned at a late hour without even discussing these other issues.

One of the questions in which the industry generally has been intensely interested is the work of the Joint Committee on Radio Research, representing equally the NAB, Association of National Advertisers and American Association of Advertising Agencies. Another is station break spot announcements—an issue provoked by several large advertisers and agencies and which was placed on the doorstep of the NAB by Young & Rubicam in a letter from William R. Stuhler, its radio director [BROADCASTING, April 1]. A third was the question raised by WBNX, New York, over purported duplication of program titles and suggesting establishment of a radio title clearing house.

The Joint Committee situation involves an appropriation of $10,000 by the NAB which has never been advanced to the Committee. NBC and CBS have advanced $20,000 and $10,000 respectively to the fund. The NAB board last July approved the $10,000 appropriation for the industry and authorized its Committee on Radio Research to contribute the funds when it thought advisable.

It has developed that the NAB Committee is not in full sympathy with plans of the agency and advertiser members of the Joint Committee for popularity surveys in New England and in Kansas City. While no statement was forthcoming from the NAB, the view has been that the Joint Committee should first set up a basis for auditing station coverage, rather than indulge in surveys at this stage of the procedure. It feels the projected Kansas City survey and the New England survey, now actually under way, are somewhat premature, although probably desirable.

Arthur B. Church, chairman of the NAB Committee, objected to the Kansas City rural survey on the ground that the matter might be misconstrued by virtue of his long association with the Joint Committee's work and the effort to set up a cooperative radio coverage bureau. He thought some other city should be selected so there can be no criticism of the designation of Kansas City.

Expenditures made up to this time on the survey work have been from funds advanced by the networks. The New England listening habit and coverage study probably will be completed shortly. Whether the Kansas City study finally will be undertaken depends upon the result of a vote now being sought by John Benson, AAAA president. NAB members have suggested another Joint Committee meeting before final decision is reached on that survey.

A meeting of the technical committee of the Joint Committee has been called in New York by L. D. H. Weld, chairman for April 17.

Maca Yeast to Place

NORTHWESTERN YEAST Co., Chicago, currently sponsoring *Virginia Lee & Sunbeam* on WLS, Chicago, for its new product, Maca, quick-raising yeast, will have transcriptions made of the program and place it nationally as soon as distribution is secured. Sales at present are confined to Illinois, Wisconsin, Indiana and Michigan. There is a possibility, too, that *Virginia Lee & Sunbeam* will go on the networks this fall when national distribution is anticipated. Hays MacFarland & Co., Chicago, is the agency.

DELCO-FRIGIDAIRE Division of General Motors Corp., Dayton (air conditioning), is planning the largest advertising campaign in its history. Radio is being discussed in a number of forms, both spot and network. Lord & Thomas, New York, is the agency.

SPONSOR-AGENCY EXECUTIVES—Candid glances at the speaker's desk during the baseball announcers session in Chicago. Left to right in the photos are: Left photo—John H. Sarles, vice-president, Wayne Hunt, president, of Knox-Reeves; Henry A. Bellows, General Mills radio consultant. Center Photo—Samuel C. Gale, General Mills director of advertising; William S. Hedges, vice-president, WLW; Luther Wood, account executive, Ruthrauff & Ryan; F. T. Tucker, Goodrich advertising manager. Right photo—George N. Walker, advertising manager, Socony-Vacuum; F. R. Griffin, account executive, J. Stirling Getchell; C. E. Sears, Socony-Vacuum White Star Division, Detroit; F. H. Casey, Wadhams Oil Division, Milwaukee; Roy B. Dill, Lubrite Division, St. Louis. Back of the speaker's table was a sponsor map.

General Mills Spends Million on Baseball

Announcers Given Coaching at Chicago

By HAL TATE

MORE than doubling the number of stations it used last year in sponsoring pro baseball broadcasts, General Mills Inc., Minneapolis, on behalf of Wheaties this season will sponsor games on 80 stations either alone or in collaboration with some other advertiser. Representing the most extensive baseball sponsorship in the history of radio, General Mills will spend more than $1,000,000 in the exclusive or shared sponsorships.

General Mills, it was disclosed at a conference of its executives, meeting in Chicago with agency men and announcers signed for the games April 11 and 12, will foot the total bill on 31 stations, will share the sponsorship with Socony-Vacuum Oil Co. on 46 stations. will share with B. F. Goodrich Co. on two stations and will share with the Coca Cola distributor of Dallas on one station.

Promotional Campaign

In addition to the tremendous expenditures involved in the rights to and sponsorship of the games, General Mills will launch a huge promotional campaign through its agency, Knox-Reeves Advertising Inc., Minneapolis. Opening guns on the campaign were fired at a baseball announcers conference held in Chicago April 11 and 12. A new magazine *Ad Liberties* will be published and will contain news of baseball broadcasting. It will be sent to the announcers and stations broadcasting the games to ball clubs and to others.

Three "field men" from Knox-Reeves will spend their time solely in contacting the announcers and will aid them in every way to make their broadcasts more effective to the baseball club, the station and the sponsor. They are Brad Robinson, sports broadcast executive for Knox-Reeves, who will cover the eastern section; James Kelley, former space salesman for Barron G. Collier Inc., who will cover the central section, and Lloyd Griffin, former sports announcer for WLW and WBBM, who will cover the west and southwest division.

Socony-Vacuum cosponsoring the games on 46 stations will promote Mobilgas, Mobiloil and Bugaboo, an insecticide, during its broadcasts. Goodrich will cosponsor games on KTSA, San Antonio, and KTUL, Tulsa, and will stress tires in commercials. Coca-Cola of Dallas will share sponsorship of games on WRR.

The complete list of stations, sponsors and announcers being used in this baseball sponsorship is carried elsewhere on this page. However, a few changes will be made in the sponsorship setup later, with General Mills probably sharing some games now in the exclusive list with another advertiser. A few stations may also be added later.

At the baseball announcers' conference which was held under the auspices of Knox-Reeves, most of the announcers with the exception of those from the West Coast who will broadcast ball games for General Mills, were in attendance. In addition to the 62 announcers present and the Knox-Reeves men, there were representatives from General Mills, Socony-Vacuum, Goodrich, J. Sterling Getchell, Ruthrauff & Ryan, and Rawson-Morrill Inc.

The conference was held to acquaint the announcers with the general policies to follow in their broadcasts. However it was emphatically brought out that the meeting was not held for the purpose of standardizing the broadcasts or to have the announcers conform to any uniform technique. Instead the main theme of the meeting was to discuss fully the whole conception of modern baseball broadcasting, exchange ideas and discuss mutual problems so that better broadcasts of the games would result.

Agency Men Speak

Wayne Hunt, president of Knox-Reeves, opened the two-day conference by welcoming the visitors and speaking briefly on the purposes of the conference. In his talk, Mr. Hunt pointed out that there is a growing understanding that baseball broadcasting is a cooperative operation, with a mutuality of interests among the three "partners"—baseball clubs, radio stations and sponsors.

Most of the agency men and sponsors' representatives present ascended the podium at one time or another and discussed different angles of baseball broadcasting.

Lloyd Griffin presented transcriptions showing both desirable and undesirable ways of announcing games. Brad Robinson showed newsreels demonstrating the incorrect way of broadcasting a ball game.

L. C. McEvoy, radio director of the American League, endeavored to dispel belief that his department was created "to throttle, handicap baseball broadcasting and ultimate to eliminate it", by explaining that in 1937 "we are going to have more baseball broadcasting than we ever had in the history of radio". Nor is the office a censorship bureau designed "to impose a gag rule on announcers."

"For some years," he went on, "I believe that a few baseball executives entertained a real appreciation of the importance of broadcasting. Whether the broadcasting of games was thought to be beneficial or harmful to the gate, there still remains the fact that radio has suddenly jumped into a most prominent and influential position among methods of news dissemination, that radio broadcasting is here to stay and to improve, and if the benefits of a good broadcast were not so apparent to some, at least they realized that a poor broadcast could be most harmful."

Explaining that interests of club, sponsor and station are common, he said that a uniform policy directed by a single department was sought, created "in the spirit of cooperation and helpfulness, and with no other objective."

To safeguard ideals of baseball, Mr. McEvoy continued, "we of the American League feel that we are but furthering the best interests of the sponsors and the radio stations, for only if broadcasting promotes the good of the game, only if its conduct is directed beneficially, can baseball broadcasting endure and preserve to our sponsors

(*Continued on page 72*)

Sponsors, Stations, Announcers on Baseball Schedules . . .

General Mills Exclusive

WGST, Atlanta—Atlanta, home and away; John Fulton.
WDRW, Augusta—Augusta, away; Lew (Flash) Bristol.
WCBM, Baltimore — Orioles, home and away; Lee Davis.
WBRC, Birmingham—Birmingham, away; Eugene Connor.
WGR and WKBW, Buffalo—Bisons, home and away (three days only); Roger Baker.
WIS, Columbia, S. C.—Columbia, away; Victor Lund.
KSO, Des Moines — Des Moines, away; Gene Shumate.
WHO, Des Moines—Chicago major league games with dramatizations after games, home and away; Dutch Regan.
KFJZ, Fort Worth—Fort Worth, home; Zack Hurt, Gene Cagle and Bill Field.
WJAX, Jacksonville—Jacksonville, away; Jack Rathburn.
KBTM, Jonesboro, Ark.—St. Louis Cardinals, home; Dick Altman.
WNOX, Knoxville—Knoxville, away; Lowell Blanchard.
KOIL, Omaha, and KFAB, Lincoln—Major league broadcast; Harry Johnson.
WHAS, Louisville—Louisville, home and away.
KLRA and KGHI, Little Rock — Little Rock, away; Bennie Craig.
WALA, Mobile—Mobile, away; Joseph H. Hunt.
WSFA, Montgomery—Montgomery, away; J. R. Bozeman.
WLAC, Nashville—Nashville, away; Herman Crizzard.
WDSU, New Orleans — New Orleans, away; Earl Smith.
WINS, New York—Dugout interviews of Yankees and Giants and evening dramatizations (may be cosponsored); Jack Ingersoll, Pat Barnes and Dan Dunphy.
KFXR, Oklahoma City—Oklahoma City, away; Ed Shelton and Bob Elliston.
WJAS, Pittsburgh—Pirates, away; A. K. Roswell.
WTOC, Savannah—Savannah, away; Weldon Herrin.
KWKH, Shreveport—St. Louis Cardinals and other National League games by wire; Ted Andrews.
WJSV, Washington—Senators, away; Arch McDonald.
KFAC, Los Angeles—Los Angeles, home and away (tentative); Art Gleason.
KROW, Oakland — Oakland, home and away (tentative).
KEX, Portland—Portland, home and away (tentative); Rollie Truitt.
KYA, San Francisco—San Francisco, home and away (tentative); Ernie Smith.
KIRO, Seattle—Seattle, home and away (tentative); Leo Lassen.

General Mills—Socony

WJW, Akron—Akron, home and away; Bill Griffiths.
WOKO and WABY, Albany—Albany, home and away; Royden N. Rand.
WBBM, Chicago—Cubs and Sox, home and away; Pat Flanagan, George Sutherland.
COLONIAL NETWORK (WAAB, Boston; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WEAN, Providence; WKC, Bridgeport)—Boston Bees and Red Sox, home; Fred Hoey.
WSAI, Cincinnati—Reds, home and away; Red Barber.
WHIO, Dayton (line from WSAI)—Reds, home and away; Red Barber.
WCPO, Cincinnati — Reds, home and away; Harry Hartman.
WHK, Cleveland — Indians, home and away; Jack Graney.
WBNS, Columbus — Columbus, home and away. William McKinnon and James Verian.
WWJ, Detroit—Tigers, home and away; Ty Tyson.
MICHIGAN RADIO NETWORK (except WXYZ but including WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing) — Tigers, home and away; Harry Heilmann.
WIRE, Indianapolis — Indianapolis, home and away; Norman Perry Jr. and Morris Hicks.
WCCO and WMIN, Minneapolis—Minneapolis, home and away; Byrum Saam.
WHN, New York—Jersey City, home and away; Joseph R. Bolton.

(*Continued on Page 71*)

Organized Labor Movements Make First Inroads on Radio

Guild Formed in CBS Announcing and Production Departments; Unions Hit Electrical Firms

Mr. Langham

ORGANIZED labor movements now occupying front page attention throughout the nation made their first inroads upon the broadcasting industry the weeks of April 5 and 12 when it was disclosed that the oft-rumored announcers' union in New York had come into being with the formation of the American Guild of Radio Announcers and Producers in the announcing-production departments of CBS.

Headed by Roy S. Langham, a CBS production man, this group has convinced Edward Klauber, CBS executive vice-president, that it represents a majority of the network's production staff and that its committee is authorized to speak for the producers-announcers. Mr. Klauber in turn has appointed a committee to represent the company in bargaining with these employes. The committee met April 9 and had a second meeting scheduled for April 14.

Representing CBS is a committee composed of M. R. Runyon and L. W. Lowman, vice-presidents, and Douglas Coulter, assistant director of broadcasts. The employe committee consists of Mr. Langham, Karl Schullinger, production man, and Bill Perry (Perry King), announcer.

Four basic demands have been made of CBS by the AGRAP: recognition of the organization as bargaining agent for CBS announcers and directors, maximum hours of work, minimum salaries and miscellaneous incidents and conditions of employment.

No Outside Connection

While not committing himself as to future plans of the Guild, Mr. Langham told BROADCASTING that at present the organization is entirely free of affiliation with any outside labor organization—that is, the Committee for Industrial Organization (CIO) or the American Federation of Labor.

Mr. Langham asserted further that the Guild is not connected in any way with similar groups in other networks or independent stations. He was emphatic in asserting that the Guild is not in any sense a company union.

Close inquiry by BROADCASTING failed to disclose that any similar groups have approached officials of NBC, and so far as known its production staff is not contemplating any group action at the present time. Mutual Network being a cooperative venture, owned entirely by WOR and WGN, reported that it has had no intimation of any organized labor movement from any of its network or station men.

Mr. Langham did say, however, that various individuals in radio have asked him about the progress of his group, and it is certain that this progress is being closely watched by both employes and executives of all broadcasting companies in New York. At present the Guild's membership is confined entirely to the CBS New York staff, but Mr. Langham stated there is nothing in its organization setup to prevent it taking in members of CBS offices and stations in other cities.

That the labor organizing movement may close in on the broadcasting industry shortly was indicated during the last fortnight by the activities of the United Electrical and Radio Workers Union, an affiliate of CIO headed by James B. Carey as president. This group announced April 10 that it was ready to organize the 270,000 employes of the A. T. & T. Co. and its affiliated Bell Laboratories and Western Electric Co. It has also called a convention in East Pittsburgh April 24 and 25 to draft demands for company recognition as the sole collective bargaining agency in the Westinghouse manufacturing plants. It began in March to negotiate with General Electric.

Closed Shop System

The CIO leaders, working against the craft union idea represented by the International Brotherhood of Electrical Workers, an affiliate of the A. F. of L., is ridiculing the latter union's alleged inability to organize the electrical industry on an industrial basis. The IBEW has closed shop agreements in a number of broadcasting stations, but never has been able to organize radio operators on a national scale.

From Los Angeles it was reported to BROADCASTING that West Coast headquarters of the United Radio & Electrical Workers was to be established April 12 at 332 San Fernando Bldg. This group, it was stated, plans a drive to enlist the radio announcers, technicians and others into an industry union. C. H. Jordan heads the recruiting forces. William Dalrymple is the Los Angeles CIO representative.

KFRU, Columbia, Mo. Joins Corn Belt Network

FEATURING the 13th birthday celebration of WHO, Des Moines, April 10, the Corn Belt Wireless Network, an off-the-air rebroadcast hookup of Midwestern stations taking sponsored and sustaining programs from the 50,000-watt WHO, welcomed KFRU, Columbia, Mo., as a new member. Other stations in the group, which is sold at the combination spot broadcasting rates of the stations without line charges, are KMBC, Kansas City; WOW, Omaha; WOC, Davenport; WIBW, Topeka, and other local stations added for particular accounts.

KFRU, owned by the *St. Louis Star-Times*, also dedicated its new office and studio equipment, with Publisher Elzey Roberts and Gov. Stark of Missouri speaking from Columbia and Col. B. J. Palmer, president of WHO, speaking from Des Moines. Most of the evening's program was devoted to a parade of WHO stars of the past and present before a crowd of 4,500 in the Shrine Auditorium.

RADIO AND LABOR
WROK and Local Union Cooperating

AN EXAMPLE of the cooperative relationship which can exist between radio stations and labor unions is given in the arrangement between WROK and the Central Labor Union of Rockford, Ill. Early last fall WROK established a program titled *Builders Program*, during which the station donates a half-hour period each Monday for use of the union.

The program is in the form of musical entertainment donated by the various union bands and musical groups of the city, with an interlude of talks and occasionally dramatic skits. Individual programs are dedicated to each of the 28 unions affiliated with the central body and the program copy is designed to acquaint listeners with the activities and purpose of the various locals. Copy and program material is prepared by the union.

Satisfaction of the unions with the program is expressed in the letter sent to WROK by Cap Brady, secretary of the central union, in which he expressed the "sincere appreciation of organized labor in the city of Rockford for your kindness in allowing us the facilities of your station."

Wincharger Names Duff; Placing on 100 Stations

WITH 100 stations in farm territories already carrying its advertising, Wincharger Corp., Sioux City, Ia., manufacturers of wind-driven generating equipment for farm needs, including the powering of radio sets, on April 9 announced the appointment of Mort Duff as advertising manager. He will immediately take charge of a new dealer merchandising campaign, including a $100,000 national advertising program to promote the sale of farm radios.

Mr. Duff comes from the Bagley, Horton & Hoyt advertising agency in Chicago, where he handled the radio campaigns for the Pinex Co., Fort Wayne, and W. A. Sheaffer Penn Co., Fort Madison, Ia. A University of Iowa graduate, he formerly was with the Iowa Broadcasting Co., Des Moines *Register & Tribune* and Battenfield & Ball Adv. Agency.

Wincharger started a 13-week series of disc announcements March 8, placed by Hays McFarland & Co., Chicago [BROADCASTING, March 1].

La Rosa Adds Group

V. LA ROSA, Brooklyn (La Rosa Grade A Macaroni), whose daily half-hour dramatic and musical program, broadcast in Italian, has been heard seven days a week 12:30 - 1 p. m. for five years on WOV, New York—and more recently on WRAX, Philadelphia, WICC, Bridgeport, WEAN, Providence, and WAAB, Boston—on April 4 added the six-station New York State Broadcasting System (WINS, WABY, WIBX, WMBO, WSYA, WBNY) to its schedule, giving it 11 outlets. This is said to be the largest network ever to carry a foreign language program. The LaRosa broadcasts, which are placed direct, originate at WOV.

Connery Measure Encounters Delay

Plan for Radio Investigation Continues on the Shelf

THE fate of the Connery resolution (H Res-92) was still undetermined as this issue of BROADCASTING went to press, despite persistent statements by its sponsors that it will go through. The resolution proposes a widespread investigation by a select Congressional Committee of alleged monopolistic practices of the networks and invades such questions as purported trafficking in station licenses through sales at what are described as inordinately high figures.

Even should the resolution, pending practically since Congress convened last January, be reported favorably by the House Rules Committee before which it is pending, there is considerable doubt as to whether the House will actually pass it. In the last fortnight two resolutions favorably reported by the Rules Committee have been rejected by the House. There is known to be considerable opposition on the resolution among administrative leaders in the House. One unconfirmed report is that word has seeped down from "highest quarters" against such an investigation on the ground that it is unwarranted and unnecessary.

Delays Encountered

Practically since the session began, Rep. Connery (D-Mass.) and Rep. Wigglesworth (R-Mass.) have predicted a sweeping radio investigation. Reverberations also have been heard on the Senate side where Senator White just a month ago advocated such an investigation on a fact finding basis. Chairman O'Connor (D-N. Y.) of the Rules Committee also has predicted favorable action in connection with an investigation.

Pressure of other legislative business, notably the Supreme Court issue, has tended to block immediate consideration of a variety of proposals having to do with radio. More particularly it has prevented Senator Wheeler (D-Mont.) sponsor of a legislative plan to bring about separation of newspapers from station ownership, from following through. He has indicated that he may forego this legislation until the end of the session or next session, if necessary. His plan was to introduce a measure as a basis of discussion and then have full hearings before a subcommittee of the Senate Interstate Commerce Commission of which he is chairman.

New C & S Show

STANDARD BRANDS Inc., New York, on May 9 will turn its Chase & Sanborn coffee program, broadcast for an hour Sunday evenings on a nationwide NBC-Red hookup, into an all-star variety show. The new program, not yet named, will feature Eddie Bergen, ventriloquist, Don Ameche, romantic actor, and Werner Janssen, symphonic conductor, as permanent artists, and will present guest stars each week. The new series replaces *Do You Want To Be An Actor?*, which replaced the *Good Will Court*, which succeeded the *Major Bowes' Amateur Hour*, on the same period. J. Walter Thompson Co., N. Y., is the agency.

A Market for Words Is Developed by Radio

By IRVING D. AUSPITZ
President, Auspitz & Lee Advertising Agency

Better Speech Institute of America Goes Radio and Starts the Whole Country Talking--Correctly

Better English and lots of it is the product dispensed by the Better Speech Institute of America. And who ever would think of peddling word culture by radio! The Institute thought of it, so Auspitz & Lee was called to lend counsel. Soon a network program was born—with considerable doubt as to its expectancy. Their worst fears were unrealized, so the Institute now is a confirmed radio user. Next on the program is a still wider radio campaign. The Institute has a word for it—Success.

MR. AUSPITZ

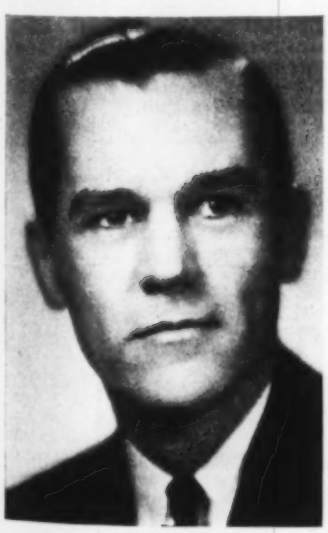
ONE FINE Sabbath morning in 1935, the mammy singers, hie-de-ho swingsters and slap-stick comedians awoke to find a strange type of neighbor in their midst on the network. So far as the radio family was concerned, this extraordinary newcomer was neither "vegetable, mineral nor animal", and speculation was rife as to what this unique personality held in store for the sensitive broadcasting system.

Curiosity was at the itching point. What would the first script release? Would it be a Jack-in-the-box upset, a Pandora's Box of amazing revelations, just another one of those flash-in-the-pan innovations that look like "hot stuff" for a while and turn out to be nothing more potent than heat lightning—or what?

Dr. Speaks Prescribes

"Educational," was the way that NBC labeled this new-type show; and if others were apprehensive about how it would be received by radio dialers, that was nothing compared to the check-book goose-pimples experienced by the principals of The Better Speech Institute of America, its sponsors, who were staking their time and money against the interest of the go-getting American public in effective speech as a dominant success essential.

The initial series of *Your English* quarter-hour programs was inaugurated unostentatiously at 11:45 a. m. (EST) on Jan. 27, 1935, over five NBC-Blue stations. With these episodes the Institute ingeniously introduced a kindly central character under the cognomen of Dr. Speaks, who in private life is one of America's outstanding English authorities. Through this stroke of delicately shaded showmanship, the correction of everyday speech faults, advice concerning pronunciation and enunciation, and the exposition of grammar rules were capsuled in easily assimilated, intensely interesting dramatic form. A dash of stringed music and inspiration completed a new technique in educational broadcasting that editorial critics of the air-lanes pronounced as being a forward step in dignified and restrained commercial presentation.



NEALE V. DUNBAR
President
Better Speech Institute of America

The test tubes of radio usually are left to boil for at least 13 weeks before they are touched, but in less than two months after the first *Your English* program made its bow on five stations, the Institute's business perked up to a point that justified the addition of five more stations. The campaign in the interest of effective speech throughout the nation was beginning to catch on.

Radio On The Spot

On April 14, 1935, the time of the *Your English* program was changed to 2-2:15 p. m. to secure an NBC-Blue network of 30 stations. By that time, judging from the orders and fan mail, Dr. Speaks was conducting his "Speech Clinic" for the benefit of an audience of major proportions. From this network, the Institute expanded its efforts to a string of 52 stations on the same network, completing a coast-to-coast hookup on one of the fastest-growing pay-as-you-go schedules of recent years.

Can radio do a direct-selling job at an equitable ratio of advertising cost to sales? That was the pertinent question which couldn't be answered by existing precedent at the time Neal B. Dunbar, president of The Better Speech Institute, and Estelle B. Hunter treasurer, first determined to add the microphone to their sales staff. The Institute's "Self Teaching Course in Practical English and Effective Speech" was priced at $3.75. The subsequent rapid expansion of the Institute's radio activity tells its own story as to what happened so far as the bookkeeping phase of the campaign is concerned.

Each weekly broadcast brought thousands of new students from practically every stratum of society. But much more than orders and inquiries followed in the wake of each program. *Your English* became the compulsory English assignment in many public schools throughout the nation. Specially designed cards for school bulletin boards were mailed out in profusion. Women's clubs everywhere took up the better speech movement, and enrollments from their memberships spread the influence of the network broadcasts far and wide.

Executives in far-flung industries listened with interest each Sunday, and representatives of the Institute found doors of hundreds of sanctum sanctorums open wide for them in the interest of the personnel of some of the country's foremost corporations. The importance of correct, fluent, effective speech had been visualized by means of radio to the profit of both the sponsor and the public at large. The NBC audience recognized in the helpful, instructive broadcasts an easy, interesting way to develop greater poise, stimulate self-confidence and to become more successful in making words pay dividends.

Tempting Responses

Many letters received by the Institute in response to the *Your English* series contained $3.75, the full price of the course. Most of the envelopes, however, contained 25 cents, which entitled the senders to the first lesson of the course, a 32-page brochure. In this way the recipient of this first lesson was accorded the privilege of proving before enrolling the value the course held for him. If, within ten days, he decided to enroll for the complete course, the Institute agreed to apply the 25 cents toward the cost.

Early in the series, a list of 500 words frequently mispronounced was offered to test listener interest. This pamphlet was mailed upon receipt of ten cents. Included was The Better Speech Test entitled "Your Speech! Is it Excellent, Good, Fair or Poor?" From reports that followed the introduction of this feature, the Institute inaugurated a "Question and Answer" department to the regular Sunday programs, and this innovation like many others that were incorporated from time to time, bolstered interest in these unique radio presentations; made them the court of last resort for many wagers concerning words and grammar.

On one occasion when the Institute condoned the use of "Xmas" for Christmas, newspapers and trade papers took up the issue and kept it alive for months. Proof that American business concerns stand solidly behind the Institute's vigorous effort in behalf of effective speech is found in the imposing list of corporations that are making "Practical English and Effective Speech" available to their personnel. Among them are: J. C. Penny Co., Metropolitan Life Insurance Company, Western Union, Eastman Kodak, Illinois Bell Telephone, Marshall Field, and many others. Most convincing evidence of all the revelations that proved the adaptability of radio to sponsored education is the fact that those who replied to the programs received but one follow-up from the Institute. Did that work out? Here is the answer: The Institute is now contemplating an even more comprehensive coverage of the radio market.

ESTELLE B. HUNTER
Treasurer
Better Speech Institute of America

ASCAP Girds Ranks for Onslaught

Paine Leaves MPPA To Take Post as Mills Aide

Mr. Mills

PORTENTS of sweeping changes in the entire copyright situation are indicated in activities of the last week culminating in the shifting of the executive staff of ASCAP, towering giant in the music licensing field, and obviously having a connection with the deluge of assaults against copyright pools in State legislatures and in Congress.

John G. Paine, chairman of the board of Music Publishers Protective Association, leaves that post May 1 to become general manager of ASCAP, succeeding E. Claude Mills. Mr. Mills on the same date becomes chairman of the newly-formed executive committee of ASCAP.

Mr. Paine

The New York action came as ASCAP faced a titantic struggle as a result of enactment in Montana and Washington of legislation which threatens its entire future operations if sustained by the courts. In Congress it also has collided with a sweeping new bill (S-2031) introduced by Senator Shepard (D-Tex.) and identical with the language suggested by Ed Craney, operator of KGIR, Butte, in an open letter to Congress three months ago.

Minnesota Legislation

This bill would eliminate the statutory minimum infringement clause of $250 for innocent infringement and leave the damages up to the courts; prescribe that music be cleared at the source, whether originated by a network or a transcription company, and provide for clear identification of copyrighted works to enable users to determine the copyright owner.

In Minnesota the Legislature had before it a bill almost identical with the Washington and Montana measures which would place ASCAP and all other copyright groups under the police powers of the state. It prescribes a definite per piece basis for payment of royalties instead of the arbitrary percentage plus sustaining fee formula now involked by ASCAP; requires a listing of all musical compositions held by copyright groups and definitely identifies music as a commodity subject to state regulation. In Minnesota it is a race against time, since the Legislature completes its session early next month.

ASCAP already has begun its fight against the Montana and Washington laws and a hearing is scheduled in Helena April 23 on its plea for a preliminary injunction to restrain the state from making its law operative. (BROADCASTING March 1, 15).

ASCAP also has made plans to attack in the courts the Washington legislation. Kenneth C. Davis, Seattle attorney, who was instrumental in drafting the bill at the request of Mr. Craney and of the Washington State Broadcasters Association, is defending the Montana action and also probably will be the counsel in the Washington case. The NAB board of directors at its meeting April 7 voted to retain counsel to assist in the defense of these cases and is expected to act promptly.

The decision to relieve Mr. Mills of his managerial duties was reached, it was stated, to allow him more time for outside contacts and to reinstate the administrative committee which he headed prior to its abandonment in 1929. Action was taken at an ASCAP board meeting April 6, at which time it was also decided to offer the post to Mr. Paine. At the same board meeting, a quarterly dividend of $1,250,000 was authorized, reaching a new high mark. It is estimated that some 75% of this revenue is produced from radio, or in the neighborhood of $4,000,000 for this year.

Expanding Staff

The ASCAP move, Mr. Mills told BROADCASTING, has no political significance or hidden motive but is purely a case of obtaining greatly needed help for an overworked executive staff. He pointed out the business of the Society has grown greatly in the last few years and said doubtless other executives will be added in the near future. It is expected that the move will give Mr. Mills more time to spend in the field, working with local ASCAP bodies and aiding in the fights against anti-ASCAP legislation.

In addition to Mr. Mills, the administrative committee will consist of Gene Buck, ASCAP president; Walter Fischer, publisher; Irving G. Caesar, composer, and Louis Bernstein, publisher. Harry Greenburg was named assistant general manager.

The following day, April 7, Mr. Paine called a meeting of the MPPA board, informing them of the offer and recommending Harry Fox, now head of the organization's transcription department, as the new MPPA chairman. Mr. Fox laid certain plans before the board, which appointed a committee to consider them. The committee was expected to deliver its report April 14.

A well-known figure in the music world, Mr. Paine had close contact with radio operations during his tenure as head of MPPA. Closely identified with ASCAP in that it clears all compositions for transcription production purposes, Mr. Paine was initiated into the copyright situation when he was employed in the copyright office of the Library of Congress while studying law at George Washington University. For many years he was associated with the copyright department of Victor Talking Machine Co., later joining the legal department of Warner Bros. In 1929 he was elected to the chairmanship of the MPPA board and has appeared before Congressional committees on copyright during the last several years. He was also active in NRA matters in connection with music publishers code.

With state copyright laws already in effect in Montana and Washington, Minnesota sought to become the third state to enact such a law. Stanley E. Hubbard, president and general manager of KSTP, flanked by other state broadcasters, was supporting the legislation.

A Composer Complains

The bill passed two committees of the House, but difficulty developed before the Judiciary Committee because of opposition of one member said to be formerly identified with ASCAP as its representative in Minneapolis. Mr. Mills attended the hearing in opposition to the measure and quite a controversy was started when Mr. Hubbard asserted that under the existing law, if there happened to be an affair in the State Capitol, it would be impossible to play the *Star Spangled Banner* without a license because it is copyrighted.

Hal Keidel, Minneapolis song writer, testified he had written eight numbers which had been published, one of which was *Hi Diddle Diddle*, of which some 15,000 copies were sold. He asserted he joined ASCAP as a non-participating member but he was not eligible as a participating member until he had something like 10 songs published. He testified that in order to get his songs published he had to give the small performing rights to a publisher, including radio rights. Accordingly, he asserted, the publisher collected from ASCAP but Keidel as the composer to date has received nothing.

Mr. Hubbard asserted that after the hearing he had been informed by Mr. Mills that ASCAP was willing to write new contracts on a per piece rather than a percentage basis, but that it was not in a position to cancel contracts now held with the major networks, which do not prescribe for payment of music at the source. If those contracts were cancelled, he is reported to have stated, then per piece could be introduced with payment at the source.

Mr. Mills in his testimony before the Minnesota committee held that the law was not introduced in good faith, asserting it was not a Minnesota law but one drawn by the Secretary of the Washington Association of Broadcasters, for the State of Washington. He added the bill then was sent to Montana and there "fomented by a group of legislators and passed." He asserted that in both cases it was passed without an opportunity for ASCAP to be heard and that it was "railroaded" through both Houses.

ASCAP Suit Killed

COPYRIGHT injunction suit of the California Federated Institute Inc., Los Angeles, against ASCAP, was dismissed in the United States District Court, that city, by Judge Albert Lee Stephens on April 2. The Institute, an organization of hotels, cocktail lounges, night clubs, taverns and other business requiring use of bands and music, had sought to restrain ASCAP from collecting royalties, and charged that the society was a monopoly and acting in opposition to the Sherman and Clayton Acts. ASCAP had argued that the local courts had no jurisdiction over it as the society was incorporated under the laws of New York. Judge Stephens gave no immediate reason for his ruling.

Michigan Net Baseball

HARRY HEILMANN, retired Detroit Tigers Star, who has been with the team at its Florida training camp for the last few weeks, for the third season will broadcast play-by-play descriptions of all Detroit games this season under sponsorship of White Star Refining Co., a division of Socony-Vacuum Oil Co. Heilmann will be heard over all stations of the Michigan network with the exception of WXYZ, presenting special telegraphic reports of games played away from Detroit. The same sponsor, in collaboration with General Mills, will carry the Tiger games over WWJ, Detroit, with Ty Tyson at the mike.

Five High-Power Broadcast Stations Will Be Built in Canada by the CRC

By JAMES MONTAGNES

FIVE high-power stations are to be started within the next few weeks by the Canadian Broadcasting Corp., to be completed within 18 months. The stations will be placed at Moncton, Montreal, Toronto, either Winnipeg or Regina, and Vancouver.

No announcement has yet been made what the power of these stations will be, but according to plans which have long been prepared and recommended by various governmental investigating bodies, the stations will likely be of 50,000 watts power. Lack of funds has delayed their building but now that radio license receipts are on the upgrade, totaling $1,900,000 for the fiscal year ended March 31, money is available for the building of the stations.

Privately-owned stations have long had applications in for increases in power, but the CBC attitude is that until it has more powerful stations, private interests should not be permitted to build them. While the CBC does not issue the permits for stations and increases in power, it's recommendations are required by the government.

With the CBC allowed to retain for its own use all profits from commercial broadcasts, the recent changes in personnel included the transfer from Ottawa of E. A. Weir, in charge of developing commercial business for the government-owned corporation to Toronto, where he will aggressively go after advertising programs for any of the CBC stations. Mr. Weir used to operate the seven stations for the Canadian National Railways before the government stepped into the broadcasting business.

Through the Sieve With Medical Copy

By EARLE A. MEYER

Executive Secretary of Advisory Committee on Advertising, The Proprietary Association

Proprietary Association, Striving for High-Calibre Advertisements, Does an Air-Conditioning Job

BEFORE considering the advertising of proprietary drug products there should be established a definite cleavage between products of the reputable proprietary industry and products of the chamber-of-horrors type. Too often the enemies of proprietaries, therapeutic nihilists opposed to self-medication, the guinea pig boys, and sincere ladies (the lambs, bless 'em)—are to be found lumping all proprietaries, good or bad, together.

Those of us who have worthwhile packaged medicaments in our medicine chests, and by "us" I mean a great majority of the population, including virtually every member of Congress (see *American Druggist* poll), should resent the practice of attempting to discredit legitimate products by associating them with illegitimate. Certainly, if such a practice were used in the trade it would soon come to the attention of the Federal Trade Commission as unfair.

A Series of Checks

In nearly every family, proprietary medicines are called upon daily. A child gets a minor cut or bruise, mother has a headache, another child plays out in the wet and cold and comes in with a runny nose, Dad suffers an attack of acid indigestion. These and scores of other daily incidents are familiar to all of us. Equally so, is the use of some tried and proved favorite remedy from the medicine chest to care for the minor ailment.

Undoubtedly it would be a great thing if the family physician could have his skill and facilities brought to bear upon even such minor things. That, however, is generally out of the question. Convenience, economy and other considerations demand that the home be able to meet these frequent lesser emergencies.

Out of that demand has grown a great and important industry which constantly stands ready to protect the family against possible serious consequences of the neglect of these apparently minor matters. Many millions of dollars are invested in this industry. It gives support to a huge number of workers and financial return to its vast capital structure . . . much too precious a thing to permit risks being taken.

As a consequence, each well-known and generally-accepted product has been carefully checked and studied before being placed on the market. Most such formulae are the result of long and painstaking scientific research. If not, they have been developed by dependable physicians in their own practices, have been found effective, and usually have then been subjected to extensive and rigid clinical tests.

Not only is this rigid analysis true at the beginning of a "proprietary's" history. The makers of the package medicines in your medicine cabinet are constantly studying them to find ways of even slightly improving them, of finding purer and better standardized ingredients, of lowering the price to the consumer.

To accomplish these ends, the individual members of the package medicine industry maintain extensive research laboratories, keep on their rolls trained and capable scientists, subsidize research of all kinds at a tremendous cost. It is seldom realized how many major advances in medical science have grown out of this research structure. Aspirin is a typical contribution of this research. The drug recently found efficacious in checking the deadly streptococcus infection is another product of commercial chemistry.

In the Laboratory

The public usually hears very little of the work of thousands of scientists engaged in pharmaceutical research. But when a product resulting from this research is administered hopefully and successfully to a member of the Chief Executive's family it becomes dramatic news.

Men of science certainly do not want products which they create and whose production they control misrepresented to the public. A group of them, members of the Scientific Section of the Proprietary Association, said as much when they recently went into a huddle with the Advisory Committee on Advertising to participate in the campaign of voluntary advertising control in the package medicine field.

At that time Dr. George F. Reddish, chairman of the section, began enlisting in the cause of accuracy all medical directors, chemists, biologists, bacteriologists, pharmacologists and other specialists comprising the technical staffs of the medicine manufacturers.

On the theory that copy control begins at home, the Scientific Section called upon every manufacturer in the field of prepared medicines to create a Board of Review comprising staff scientists to scrutinize printed or radio copy embodying therapeutic claims before releasing it.

EARLE A. MEYER

This step, of course, was taken independently of the Advisory Committee's review work, but it represents one phase of the cooperation the committee has enjoyed in its efforts to improve copy standards in the proprietary field. Help has come also from the manufacturers, their advertising agents, and media—radio stations as well as publications.

The Proprietary Association set up its advertising review machine nearly three years ago. It is available not only to its members, who manufacture about 80% of proprietary items produced in America, but to all advertisers within the industry as well.

Since the work began the Committee has reviewed nearly 20,000 pieces of publication copy and radio commercials. This represents the advertising of at least a majority of the products in this field.

Three networks, Mutual, Yankee, and Don Lee, have for some time been associate members of the Proprietary Association, working closely with the Advisory Committee. A number of independent stations are also included in the Association's membership. NBC and CBS, while not members, have frequently been in contact with the Advisory Committee in conjunction with their own copy acceptance activities.

Although radio advertising frequently comes in for critical discussions, the public is not aware of the lengths to which radio networks go to keep the air waves clean and free of objectionable commercials.

Statements made in the radio commercials of proprietary products have a whole cluster of hurdles to get over before they finally reach the ether. They must meet the approval of the scientific staff of the manufacturer. Most of them are submitted to the Advisory Committee on Advertising. They must pass the copy censor of the network or the station accepting it. After all this, the commercial is still subject to action of the Federal Trade Commission which reviews hundreds of radio continuities daily.

We do not agree with the statement published recently in the *Christian Science Monitor* "that many stations will broadcast almost anything that results in revenue." Unfortunately, some independently operated stations are lax in their censorship. Usually they have no facilities for verifying therapeutic claims or checking misleading statements. A single objectionable commercial can do unlimited damage to public confidence in radio and advertising as well, and it sometimes results in efforts to pass drastic legislation such as the bill recently introduced in the New York State Senate providing that all radio advertising be censored by the Motion Picture Division of the Department of Education at a fee of 10c per word for each commercial reviewed.

Debunking Claims

The "air-conditioning" job that has been done on radio advertising in the past two years is a credit to the leaders in the industry. Certainly, great progress has been made in curbing unwarranted claims. The job is by no means finished and it will not be finished until advertisers have discarded out-worn advertising methods.

There are many thousands of "tin lizzies" of ancient vintage on the road and while they are a hazard to public safety because of their antiquated ways, few of us ever really encounter one. We just know that they are there and if we would stop to think about it we would know that they are gradually being taken off the road and the hazards are being lessened with their increasing mortality.

The old Model-T minds its own business, obeys traffic signals, and keeps up as best as it can, but it just isn't equipped to keep up with the modern swirl. The same is true of old-fashioned methods of advertising and outmoded products which as yet have not been modernized or taken off the road. It is these products which, like the Model-T, have honest intentions, but still don't realize how they are imperiling the reputation of the industry to which they are supposed to belong. Fortunately, they are disappearing from the high-speed highways of modern business.

COPY SCANNERS—Under the supervision of the Advisory Committee on Advertising, of the Proprietary Association, comes advertising copy for proprietary promotion. Here are (left to right) Earle A. Meyer, executive secretary; Frank A. Blair, president, and vice-president of Centaur Co.; W. Y. Preyer, chairman, and executive vice-president of Vick Chemical Co.; Dr. Frederick J. Cullen, medical director; Lee H. Bristol, vice-president and director of advertising of Bristol-Myers Co.

XUM

Congressional Static Clouds Broadcasting Business: An Editorial

ANY WAY you measure it, there has been more man-made static on the subject of radio broadcasting generated thus far at this session of Congress than in all other Congresses combined. And to continue in radio parlance, most of these spurious emissions have dealt with what the politicians describe as "trafficking in radio licenses".

Of course no just person would condone the sale of a construction permit for a new station at a substantial profit or the wholesale absorption of existing stations by single entities which would tend toward monopolies. We feel the existing radio law gives the licensing authority ample power to frustrate either of these eventualities. The FCC not only has the authority, but is duty-bound to prevent them. It must pass upon transfers of station licenses, and if it should permit any such situations to develop it would be derelict in its sworn obligation.

We do not differentiate between classes of station ownership. We do not single out newspaper acquisitions or network acquisitions. We have consistently maintained that any class legislation, by which it would be prescribed that one group cannot do this or that while others can, in the long haul would prove disastrous to all.

In this loose talk about "trafficking" in licenses, the theme seems to be that a station may not be sold for more than the actual physical investment in or replacement value of equipment. The theory, evidently based on rules of law or business not generally recognized, seems to be that there is no "good-will" or "going concern" value to radio, but that all of the intrinsic worth reposes in the government franchise—the station assignment.

Could those legislators believe that a broadcaster should not be compensated in some measure for the task he has performed in establishing a business? Would those same legislators, who happen to be lawyers, or newspaper publishers, or department store owners, insist as a matter of law that their practices or properties be sold for the replacement value of the physical appurtenances, whether they be law books and desks, or printing presses, or show-cases and goods on the shelf?

After all, every broadcaster, like every other man, looks toward the day of his retirement. At the twilight of a career, every man hopes to realize a just return on the property he wishes to dispose of. Radio broadcasting is not a personal service business. It takes time and money and energy and imagination to build it. And today it probably is the most hazardous business venture extant. We agree with the recently expressed views of such competent Senators as Glass of Virginia and McAdoo of California, both former Secretaries of the Treasury, that it is none of Congress' business what a man happens to pay for a broadcasting station provided he is otherwise qualified to run it.

We feel that the broadcaster, as long as he is a law-abiding American citizen, is entitled to the same guarantees of business freedom as his fellow American in any other legitimate enterprise.

Payne Urges Tax Of $1 to $3 a Watt

THE FIRST concrete proposal for a tax on broadcasting stations, fixing rates at $1 to $3 per watt, emanated April 14 from the office of George H. Payne, FCC Telegraph commissioner, in the form of a press release setting forth a letter he had written to Rep. John J. Boylan (D-N.Y.) and a tentative bill he had framed as a result of conversations he stated he had with the New York Congressman.

Mr. Payne asserts in the letter that "there has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist. His letter cites $40,000,000 as the investment in the broadcasting business and declares its gross revenue last year exceeded $107,000,000 and this year may run up to $130,000,000.

The bill, Mr. Payne stated, would yield $6,946,395 in taxes. It proposes $1 per watt tax on each station authorized to use not in excess of 1,000 watts; $2 per watt for stations of 1,000 to 10,000 watts, and $3 per watt for stations in excess of 10,000 watts. Part-time stations would pay in proportion to the number of hours authorized and experimental stations would pay the regular rate according to their power. Exemptions would be allowed only for federal, state or non-profit stations and those broadcasting only unsponsored programs. Each station would be required on or before July 1, 1937, to register with the collector of its district.

Along with the press release issued by Mr. Payne, newspapermen were given a list of 32 stations now licensed to use 50,000 watts, each of which would be taxed $150,000 per year under the proposed act unless they share time. The list also included WLW, whose 500,000 watts of experimental power would mean a tax of $1,500,000.

WGBI Joins CBS as NBC Signs WDEL Basic-Red, WORK Optional

WHILE NBC concentrated its plans on expansion of its Blue Network into a separate nationwide entity with its own supplementary outlets, CBS continued its own expansion project during the last fortnight by definitely aligning WGBI, Scranton, with service to begin May 2. The three latest additions to NBC's networks are WDEL, Wilmington, which becomes a basic Red outlet, WORK, York, Pa., an optional Red and Blue, and KSOO, Sioux Falls, S. D., an optional Red and Blue. Service was to begin to these stations April 15. This brought NBC's total to 124.

While the WGBI affiliation with CBS previously had been reported [BROADCASTING April 1], actual consummation of the arrangement was held up until the station, operating seven-eighths time, made an arrangement with WQAN, operated by the *Scranton Times*, to clear the other one-eighth time for network service. Frank Megargee, president and general manager of WGBI, announced April 12 that the arrangement had been consummated, subject to FCC approval, whereby WQAN would use WGBI's transmitter for two periods of one half-hour daily except Sunday for news broadcasts. The balance of the time will be used by WGBI. Mr. Megargee pointed out that WGBI, operating on 880 kc with 500 watts, is the only station covering Northeastern Pennsylvania and that the addition of CBS service will greatly improve the station's status in that area.

NBC has made no formal announcement in connection with expansion of the Blue Network through the South and Southwest. However, it has been in negotiation with numerous stations in that area, among them KGKO, now being moved to Fort Worth from Wichita; WTFI, Athens, now being moved to Atlanta; WDSU, New Orleans, and WNBR, Memphis.

In aligning two stations of the Mason-Dixon Group — WDEL and WORK—NBC sought to intensify its coverage along the Eastern seaboard. WDEL operates on 1120 kc. with 500 watts day and 250 watts night. It is the first basic Red outlet to be added by the network in a considerable time. Most of the new additions have been on the Blue or as optional Red and Blue outlets.

WORK is a regional operating on 1320 kc. with 1,000 watts. It is the only 1,000 watt full-time station in Pennsylvania outside of Philadelphia or Pittsburgh. The stations are headed by Col. J. Hale Steinman, publisher, who is president of the Mason-Dixon Group. C. R. McCollough, general manager of the Mason Dixon Group, is president of both operating companies.

New Hookup's First

APRIL 18, date now set for the inauguration of the WLW-WHN-WFIL-KQV network, will also see the start of the group's first commercial program, the *Ave Maria Hour*, sponsored by St. Christopher's Inn, Catholic institution at Graymoor, New York. This feature will be broadcast Sundays, 5:30 to 6 p. m., only by WLW and KQV. It is already being broadcast in New York and Philadelphia (WMCA and WIP) as a Sunday morning program. Several other commercials have already been signed by the new group, according to E. J. Rosenberg, vice-president of Transamerican, sales representative of the hookup.

Kate to General Foods

GENERAL FOODS Corp., New York, will launch an hour-long program starring Kate Smith over one of the major networks late in the summer, with Calumet Baking Powder and Swansdown Cake Flour sharing in the commercial announcements. Neither the network nor the details of the program have been decided. *We the People*, the Phillip H. Lord program currently presented in the interest of Calumet Baking Powder, will shortly sign off for the summer, but Young & Rubicam Inc., New York, agency for these products, expects to find another sponsor for the program before fall. Great Atlantic & Pacific Tea Co., New York, present sponsor of Miss Smith in a Thursday evening hour CBS program, the *A & P Band Wagon*, may continue the show with another star.

Holiner to Agency

APPOINTMENT of Mann Holiner as director of radio for Lennen & Mitchell Inc., New York, to succeed Carlo De Angelo, who recently resigned, was announced April 5. Mr. Holiner left Lennen & Mitchell two years ago to become radio director of Federal Adv. Agency, later resigning to free lance, and is a well-known lyricist. He will be in full charge of all Lennen & Mitchell radio activities. Mr. De Angelo resigned effective upon the appointment of his successor. He has not announced future plans.

Quaker Oats Tests

QUAKER OATS Co., Chicago (Muffets), begins a test schedule of short live announcements on WFIL and KYW, Philadelphia, effective May 13. Four announcements will be given daily, two daytime and two nighttime, over a four-week period. Arthur H. Kudner Inc., New York, is conducting the test.

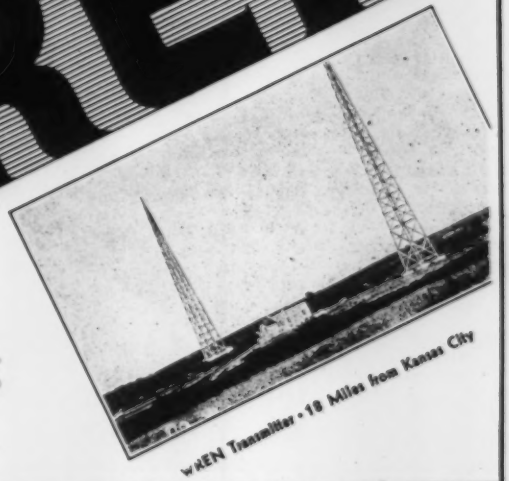
ALL EYES ON KANSAS

"Yellow Gold" — that's what the farmers of Kansas call wheat. Last year there were 134,000,000 bushels—a bumper crop—worth approximately $134,000,000.

In addition, there were millions of dollars flowing into Kansas from corn, oats, barley, potatoes and from hogs and cattle. Real wealth in cash.

Kansas today has the money to enrich every line of manufacture. The greatest all-round rich farm and stock country in the world is NOW LOOKING FOR THINGS TO BUY. WREN will tell your sales story in the farmers' own language at the lowest advertising cost—STARTING NOW!

ALL EARS ON WREN



WREN Transmitter • 18 Miles from Kansas City

Vernon H. "Bing" Smith,
General Manager
Lawrence, Kansas.

National Representatives
Craig & Hollingbery, Inc.
New York and Chicago

North American Channel Shifts Seen

United States Allocations Are to Be Held Up Meantime; Results of Havana Conference Acclaimed

A NORTH AMERICAN allocation of broadcasting facilities rather than one restricted to the United States, is a distinct possibility as a result of the successful conclusion last month of the four-nation technical conference in Havana.

With the acceptance by Canada, Mexico and Cuba of the broad allocation principles proposed in this country, subject to ratification at the treaty-making conference scheduled for November, it is not beyond possibility that the allocation plan being considered by the FCC will be broadened to include the allotment of facilities to these neighboring nations. At this time, however, it seems a foregone conclusion that the projected domestic allocation will be held up until conclusion of the Pan-American radio conference scheduled to begin in Havana Nov. 1, which may last at least a month.

A rather complete portrayal of the work of the Havana conference was made available in that city when the conference made public the text of the resolutions adopted at the final plenary session on March 29 by the four nations in attendance. These threw additional light upon the sessions, which were regarded as highly successful, even though no nation was committed definitely to any project. There was complete accord, however, on fundamentals and the so-called Craven-Ring plan of broadcast allocations was adopted with but few modifications as the technical basis for devising a distribution of facilities among the North American nations to bring about stability in broadcast allocations [BROADCASTING, April 1].

The Border Problem

As it finally turned out, no nation was committed to specific proposals and actual allotment of channels to individual nations was not the subject of final negotiation at any time. Similarly the question of Mexican border stations, operated for the most part with American capital and seeking to serve American rather than Mexican listeners, was discussed only in a perfunctory way, with a sort of tacit understanding that this problem would solve itself with the drafting of a treaty which would be binding upon all four nations.

At one stage of the sessions, it was learned, Comdr. T. A. M. Craven, FCC chief engineer and head of the American delegation, informed the FCC that a request had been made that the status quo be retained on broadcast assignments until after the November conference. The FCC responded it would do nothing to cause interference or additional interference during this period. It developed, however, that this issue was not again raised and as a consequence no formal action on that score was taken by the conference or expressed by individual delegations.

That the way has been paved for amicable solution of the thorny North American allocations problems was generally expressed. It was emphasized, too, that this country stands to lose little in the way of facilities under the tentative acceptance, subject to official ratification of the Craven-Ring principles of allocations. Under it there would be no exclusive channel assignments but guaranteed protection would be afforded on specific classes of channels. By recognition of mileage and frequency separations and of this country's technical standards, all of the nations would share regional and local channels.

It is possible that the question of use of the long-wave band, from 160 to 240 kc., for broadcasting use, will be placed upon the agenda of the November conference. This band now is being used for broadcasting in Europe, but in this country is used by maritime, government and other telegraphic services. The U. S. delegation at Havana, when this question was raised held it could not accept the use of that band for broadcasting at this time, presumably because of the entrenchment of these other services. It has been ascertained that the long waves are ideally adapted for broadcasting.

Immediately upon the return of the American delegation, Comdr. Craven began preparation of a report on the conference to the FCC. This was to be presented orally at an en banc meeting of the Commission.

Because of the outcome of the conference, it appears a certainty that the plans for a domestic reallocation will be retarded until the Pan-American conference concludes its work this fall. The understanding in Havana was that the FCC, in working out its allocation plans, will take into account the requirements of the other nations, based on exchanges of technical data to be submitted, and that Canada, Mexico and Cuba similarly will coordinate their technical data for the November meetings.

Thus it is conceivable that at the Pan-American conference there will be laid before the united delegations a broad plan of broadcast allocations among the four North American nations, as well as provisions whereby nations in South and Central America using the broadcast band will conform to engineering standards to avoid interference. By international convention it is prescribed that the broadcast band is to be used for broadcast services throughout the world, and the effort at the Pan-American conference will be to devise allocation standards resulting in minimum interference.

U. S. Requirements

The exclusive channel, it was concluded, is a misnomer, since the international rules prescribe use of frequencies for broadcasting nationally and on a noninterfering basis. In other words, provided there is adequate geographical separation or a sufficient differential in time (such as a five-hour difference), assignments can be duplicated. For example, a clear channel of the best category, called Class A, would be exclusive in the United States, yet can be and is used in South America without interference.

[See detailed analysis in April 1 issue of BROADCASTING for allocation standards].

Minimum requirements for the United States were expressed in terms of 60 clear channel stations during the conference. As proposed in the Craven-Ring report, 25 of these would be in the Class A group, with power permitted in excess of 50,000 watts. Because of the formula agreed upon, Class A stations would be located a minimum of 3,500 miles apart, or in countries having at least a five-hour time differential. All clear channel stations would be limited to 500 microvolts protection in their secondary areas, with the Class A channels so measured at the borders as to make way for possible increases in power beyond 50,000 watts.

Class B clear channels would have an upper limit on power of 50,000 watts, and be separated by at least 3,000 miles. In the case of Class C stations, they would have an upper limit of 50,000 watts, but in addition use engineering methods to prevent interference, such as directional antennas. In the third category, stations other than high power stations could be duplicated on the channels as secondary outlets, with the understanding that these additional stations would not interfere with the dominant outlets.

Because the United States is located between Canada and the neighboring Southern countries,

(*Continued on page 48*)

WCBD Preparing To Rebuild Station

Suffers $60,000 Loss During Fire; Carries on Via WMBI

ONE of the most disastrous fires in radio history completely consumed the transmitting house and auxiliary studio of WCBD, Chicago, at its Zion, Ill. transmitter site, April 2. Only one antenna tower was left standing.

WCBD was originally licensed to Wilbur Glenn Voliva at Zion in 1924, as one of the earliest 5,000 watt grants in radio. It was known nationally for the broadcast of huge choral and band groups of the religious organization of which Mr. Voliva was head.

In May, 1934, WCBD was purchased by WCBD, Inc. headed by Gene T. Dyer, Chicago, also operator of WGES, and later was designated as a Chicago broadcasting station, retaining its transmitter, however, in the original Zion location.

Spread in a Hurry

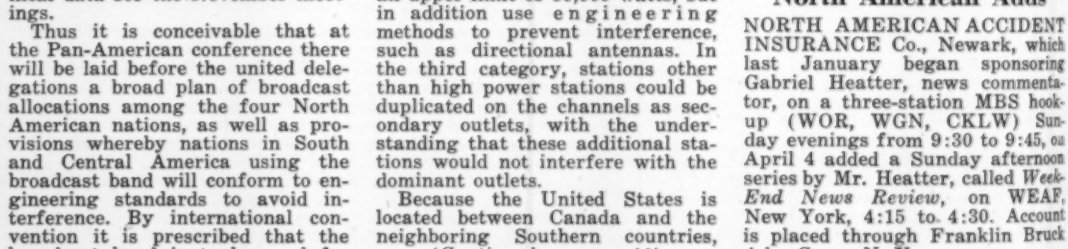
The fire, which was of incendiary origin and started in and completely consumed historic Shiloh Tabernacle, spread quickly to the adjoining transmitter building. Chief Engineer Ed Jacker held the transmitter on the air until flames crowded him out a window just before the building collapsed.

Request was immediately made to carry the programs of WCBD over WMBI, Chicago, and they were resumed almost immediately when the FCC granted authority. These two stations share time, each using 5,000 watts on 1080 kc. Besides the cooperation of WMBI, other Chicago stations aided in presenting information concerning WCBD's programs during the short period of interruption. Mr. Dyer reported net loss to WCBD as approximately $60,000. Practically no insurance was carried.

Plans for a new and greater station are already in work, according to Mr. Dyer.

North American Adds

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark, which last January began sponsoring Gabriel Heatter, news commentator, on a three-station MBS hookup (WOR, WGN, CKLW) Sunday evenings from 9:30 to 9:45, on April 4 added a Sunday afternoon series by Mr. Heatter, called *Week-End News Review*, on WEAF, New York, 4:15 to 4:30. Account is placed through Franklin Bruck Adv. Corp., N. Y.



ONCE A RADIO STATION—Twisted wreckage at right is all that is left of the one-story brick transmitter and a studio building of WCBD, at Zion, Ill., razed April 2 by flames that also destroyed Wilbur Glenn Voliva's famous Shilo Tabernacle. All that remained standing was one of the antenna towers. At left is the fire as it swept toward the transmitter building (right of photo) which was quickly consumed.

Allocation Principles Adopted at Havana Radio Conference

RESOLUTIONS totaling 15 in number were adopted by the North American Radio Conference held in Havana March 15-29, and which pave the way for an Inter-American treaty convention tentatively scheduled in the same city beginning Nov. 1, but which is expected to take place later that month. The resolutions were agreed upon as a basis of discussion at the forthcoming conference, and covered engineering principles approved by the technical delegations from the United States, Canada, Mexico and Cuba. Following are in full text those resolutions pertaining to broadcasting and related services, as made public at the closing plenary session in Havana:

RESOLUTIONS DIRECTLY AFFECTING BROADCASTING

Adopted at March Havana Conference Between United States, Mexico, Canada and Cuba. (Presented in order of subject matter rather than numerically.)

"It was resolved by the Conference to hold an Inter-American Radio Conference, to be inaugurated the first day of November, 1937, to which there shall be submitted, as a basis for discussion, all the matters prepared and studied by the present Regional Conference as well as any other questions which the American nations may suggest before the 30th day of August, 1937."

"It requests the Cuban Government to offer its hospitality for the holding of said Conference in the city of Havana and, in such a case, to kindly invite all the American nations to be present at the said Conference of Nov. 1, 1937."

The Regional Radio Conference, held at Havana, in the month of March, 1937, has resolved, unanimously, to express to the Governments herein represented, its recommendation that the following be agreed upon, as a basis of discussion at the forth-coming Inter-American Regional Radio Conference, now scheduled for Nov. 1, 1937.

GENERAL DEFINITIONS

Telephone broadcasting service: A service carrying on the broadcasting of radiophone emissions primarily intended to be received by the general public.

Visual broadcasting service: A service carrying on the broadcasting of visual images, either fixed or moving, intended to be received by the general public primarily.

Telephone broadcasting station: A station carrying on a telephone broadcasting service.

Television broadcasting station: A station licensed for the transmission of transient visual images of moving or fixed objects, for simultaneous reception and reproduction by the general public.

Facsimile broadcast station: A station licensed to transmit images of still objects for record reception by the general public.

Frequency assigned to a station: The frequency assigned to a station is the frequency occupying the center of the frequency band in which the station is authorized to work. In general this frequency is that of the carrier wave.

Frequency band of an emission: The frequency band of an emission is the frequency band actually occupied by the emission for the type of transmission and for the signalling speed used.

Frequency tolerance: The frequency tolerance is the maximum permissible separation between the frequency assigned to a station and the actual frequency of emission.

No. 4.—For the purposes of this Conference, it is unanimously agreed that the words in the English language "clear channel" shall be interpreted in the Spanish language as "canal despejado", and vice-versa, both expressions being understood as meaning the same thing. For the purposes of this Conference, it is unanimously agreed to accept the interpretation of the English words "objectionable interference" as "interferencia molesta" in the Spanish language and vice-versa, both expressions being understood to mean the same thing.

STANDARD BROADCAST BAND 540-1600 KC.

General

The sovereign right of all nations to the use of every radio broadcasting channel is recognized. Nevertheless, the Governments recognize that, until technical development reaches a state that permits the elimination of radio interference of international character, it is agreed that regional arrangements are essential in order to promote standardization and to minimize such interference.

The frequency band between 1500 and 1600 kilocycles should be assigned to radio broadcasting service in the Americas.

The frequency 540 kc may be used only by stations located at least 1000 miles from the nearest seacoast and should not be used under any other conditions for the reason that such stations are capable of rendering interference to international services of nations not a party to this agreement, as well as to services of nations a party to this agreement, which operate aviation and maritime radio services in accordance with the International Telecommunications Convention at Madrid.

Within the broadcast band 540-1600 kc, the frequencies which are assigned to broadcasting stations shall be in multiples of ten, and stations operating on these frequencies shall not deviate from their assigned frequency by more than 50 cycles.

The present width of 10 kc for broadcast channels shall be maintained in the band 540-1600 kc.

The frequencies assigned to broadcast stations in the band 540-1600 kc shall be in multiples of 10 kc.

CLASSES OF CHANNELS

Three categories of channels exist, namely: Clear, regional and local.

Clear channels: A clear channel is primarily one on which stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas, from other stations operating on the same frequency.

Definition of primary service area: The primary service area of a clear channel station is that area determined by the field strength contour at which the ratio between ground and sky wave at night approaches unity.

Definition of secondary service area: The secondary service area of a clear channel station is that area within which the service is provided principally by means of indirect radiation and in consequence thereof the field strength varies from time to time.

There are three classes of clear channels, namely:

A.—Clear channels on which stations may operate with powers of more than 50 kw and have their primary and secondary service areas free from objectionable interference within the limits of the country in which the said stations are located.

B.—Clear channels on which no station may operate with a power in excess of 50 kw. In addition to the clear channel station operating on this frequency there may be stations of other classes providing the latter do not cause objectionable interference within either the primary or secondary service area of the clear channel station. In this class of clear channel, the determination of objectionable interference is obtained from measurements of the interference at a given day field strength contour of the clear channel station.

C.—Clear channels on which no station may operate with a power in excess of 50 kw. There may be more than one clear channel station on this class of channel but each station must use a directional antenna or other means in order to prevent objectionable interference within the service areas of the other stations. In this class of clear channel, the determination of objectionable interference is obtained from measurements of the interference at a given day field strength contour.

Regional channels: A regional channel is one on which several stations may operate with power not in excess of 5 kw. and whose primary service areas may be reduced as a consequence of mutual interference to given field strength contours.

Local channels: A local channel is one on which several stations may operate with powers not in excess of 1 kw. and whose primary service areas may be reduced as a consequence of mutual interference to given field strength contours.

Number of Frequencies for Each Class of Channel

In the frequency band 540-1600 kc which it is agreed shall be used for broadcasting by parties to this agreement, the number of channels available to each class of channel in any specified region should be as follows: Clear channels, 58; regional channels, 33; local channels, 16; total 107.

CLASSES OF STATIONS

The Governments recognize that radio broadcasting service can be rendered in each nation by six classes of stations, each having different standards of service and interference conditions.

For the purpose of promoting coordination between nations with respect to questions of interference in the broadcast band 540-1600 kc., each nation a party to this agreement should notify the others with respect to the call signs, frequency, power, antenna characteristics, and location of the stations they have authorized; and for purposes of obtaining cooperation with respect to international interference they shall state in which of the following classes they deem the stations they have authorized should be listed:

Class I: A "clear channel station" using Class A or B clear channels and designed to render primary and secondary service over extended areas and at relatively long distances. Those stations of this Class operating on Class B channels shall not be permitted to use more than 50 kw power.

Class II: A "clear channel station" using Class C clear channels and designed to render primary and secondary service over relatively wide areas and at relatively long distances. They may operate with not more than 50 kw power and must use directional antennae or other means in order to avoid objectionable interference with other stations of the same Class using the same channel.

Class III: A "limited clear channel station" using Class B or Class C clear channels and designed to render service to a portion of their normal primary service area which, according to the power used, may be relatively large. The power of these stations shall not exceed 50 kw and they must use special measures or otherwise be located at a sufficient distance to prevent objectionable interference to the service of the Clear Channel stations regularly assigned the same channel as is used by the "limited clear channel station". A "limited clear channel station" is subject to the interference it may receive from the Clear Channel stations using the same frequency.

Class IV: A "regional station" using a regional channel and designed to render service primarily to metropolitan districts and the rural areas contained therein and contiguous thereto. Their power may not exceed 5 kw and their service areas are subject to mutual interference in accord with agreed upon engineering standards.

Class V: An "urban station" using a local channel and designed to render service primarily to cities and towns and the suburban areas contiguous thereto. The power of "urban stations" may not exceed 1 kw and their service areas are subject to mutual interference, in accord with agreed upon engineering standards.

Class VI: A "city station" using a local channel and designed to render service primarily to cities and towns and the suburban areas contiguous thereto. The power of these stations may not exceed 250 watts and their service areas are subject to mutual interference in accord with agreed upon engineering standards.

The engineering standards of operation under which each class of station renders service is as follows:

Class of Stations	*Permissible Power*	*Signal Intensity Contour Within Which Service Should be Free of Objectionable Interference.*** DAY	NIGHT
Class I using Class A clear channels	More than 50 kw	Boundary of country in which station is located.	Boundary of country in which station is located.
Classes I and II using Class B clear channels	50 kw or less	1/10 millivolt	5/10 millivolt, secondary service.
Class III	50 kw or less	5/10 millivolt*	2½ millivolts, primary service*
Class IV	5 kw or less	5/10 millivolt	2½ millivolts, primary service.
Class V	1 kw or less	2 millivolts	4 millivolts, primary service.
Class VI	250 watts or less	2 millivolts	4 millivolts, primary service.

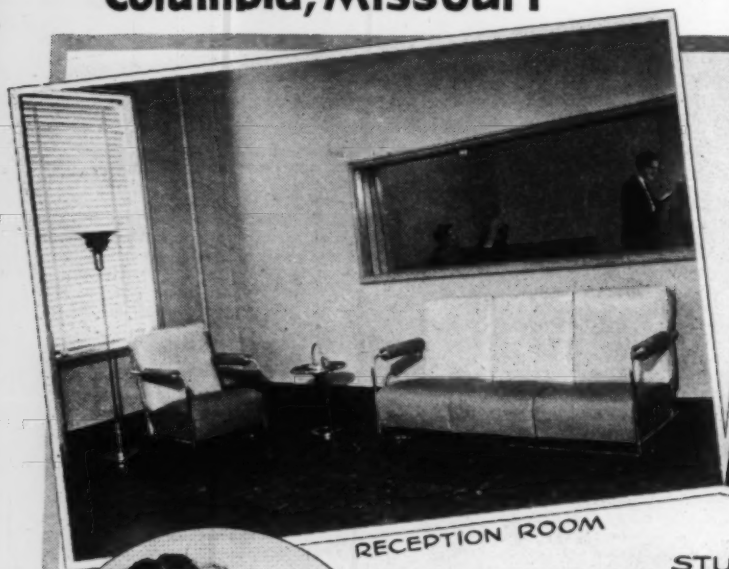
* These Class III stations are subject to unlimited interference from Classes I and II; but it is recommended that Class III stations be so located that this interference is not objectionable within the above mentioned contours.

** In accordance with other articles in this agreement this freedom of interference does not apply to any signal intensity which is within the confines of a country other than that in which the station is located.

(*Continued on page 23*)

New Home of Radio Station K F R U

Columbia, Missouri — Dedicated April 10, 1937



RECEPTION ROOM

CONTROL ROOM

•MARGARET KING•
Model Kitchen Hostess

STUDIO "B"

• JOHN SNEEBERGER •
Sports Announcer

MURAL
in Studio "B"

•GEORGE GUYAN•
Program Director

DETAIL
of Stairway to Business Office

KFRU Covers The Rich Market Lying Between the Markets of St. Louis and Kansas City, Missouri, Not Adequately Covered by Any Other Single Medium

Your Sales Message Over K F R U Covers The Heart of Missouri

Havana Allocation Principles

(*Continued from page 21*)

Use of Channels by Nations and Classes of Stations

In general, clear channels should be assigned to clear channel stations, the regional channels to regional stations, and local channels to urban and local stations.

In any specified region and under conditions in which objectionable interference is not likely to occur "limited clear channel stations" (Class III) may use Class B and C clear channels.

Also, in any specified region and under conditions in which objectionable interference will not occur, Class V and VI stations may use frequencies assigned to Class IV stations.

Between the hours of sunrise and sunset any class of station may use clear channels of Class A provided no objectionable interference is caused within the country in which is located the station which is normally assigned such clear channel for regular use.

Where two regions are separated by long distances such as North America and South America, it is deemed good engineering practice to have different regional arrangements so as to permit the high powered clear channels in one region to use some of the frequencies allocated as regional or local channels in other regions and vice versa.

Stations operating on clear channels should in principle employ relatively high power and may employ under certain specified conditions powers in excess of 50 kw.

Each nation to which a clear channel may be assigned must use such channel in a manner that conforms to the best practice of good engineering. If within a number, to be determined, of years from the day of signing this agreement a nation to which has been assigned a clear channel does not make use of such channel in accordance with good allocation engineering practice, any other nation, which is a party to this Agreement, shall have the right to use such channel in the same manner and under the same conditions as employed by the nation to which the channel was originally assigned.

When one nation to which a clear channel has been assigned agrees to permit another nation to use it in a manner not in accord with this Agreement, other nations signatories to this Agreement must be notified in sufficient time to permit their presenting objections thereto.

All nations in a specified region may use all regional and local channels in accordance with the agreed standards of engineering.

That subject to the internal regulations of each country, any radio transmitting station, may, during a period of emergency in which normal communication facilities are disrupted as a result of hurricane, flood, earthquake or similar disaster, carry on emergency communication, with points other than those normally authorized.

INTERFERENCE

Definition of objectionable interference: Objectionable interference is that degree of interference produced when the field strength of an interfering station operating on the same frequency as that of the desired station exceeds 5% of the field intensity of the desired station 10% of the time or more.

Limits of objectionable interference: A station shall be considered as not capable of causing objectionable interference to a clear channel station when it uses the same frequency and is separated from the clear channel station by a time difference of five hours, or if it is located no closer to the clear channel station than indicated in the following Table.

Power	*Distances* *Miles*	*Kilometers*
1 kw. or less	3.000	4.825
5 kw.	3.250	5.230
50 kw.	3.500	5.630
over 50 kw.	4.000	6.440

Objectionable Interference: Same Channel

Objectionable interference shall be said to exist to the service of the classes of stations specified herein when the signals radiated from another station using the same channel exceed at the specified point of measurement the field intensities, indicated below, 10% of the time or more:

Class of Station	*Permissible Intensity of Interfering Signal.*	*The Contour or Boundary on or Within Which Interference is to be measured*
Class I using Class A clear channels.	5 microvolts (day) 25 microvolts (night)	The boundary of the country in which the desired station is located.
Class I using Class B clear channels.	5 microvolts (day)	The 100 microvolt day contour of the desired station.
	25 microvolts (night)	The 100 microvolt day contour of the desired station.
Class II	5 microvolts (day)	The 100 microvolt day contour of the desired station.
	25 microvolts (night)	The 500 microvolt day contour of the desired station.
Class III	25 microvolts (day)*	The 500 microvolt day contour of the desired station.
	125 microvolts (night)*	The 2000 microvolt day contour of the desired station.
Class IV	25 microvolts (day)	The 500 microvolt day contour of the desired station.
	125 microvolts (night)	The 2000 microvolt day contour of the desired station.
Class V	100 microvolts (day)	The 2000 microvolt day contour of the desired station.
	200 microvolts (night)	The 4000 microvolt day contour of the desired station.
Class VI	100 microvolts (day)	The 2000 microvolt day contour of the desired station.
	200 microvolts (night)	The 4000 microvolt day contour of the desired station.

* Does not refer to interference from clear channel stations on the same frequency.

Objectionable Interference: Adjacent Channels

Objectionable interference between the signals of stations using adjacent channels shall be said to exist when the field of intensity of the ground wave of the undesired station exceeds a definite value 10% of the time or more at the agreed upon points of measurement within the service area of the desired station and shall be determined by the following ratios:

Channel Separation	*Permissible Minimum Ratio of Desired and Undesired Signals.*
10 kc	1 to .5
20 kc	1 to 10
30 kc	1 to 50

From the standpoint of interference stations separated by 40 kc or more may be situated in the same city provided good engineering principles are followed in choosing their transmitter sites.

For the purpose of determining interference of an international character between stations using adjacent channels, objectionable interference shall be said to exist when the undesired signal intensity exceeds the following values 10% of the time or more at the designated points of measurement in the service area of the desired station:

Class of Station	*Day Signal Intensity Contour of Desired Station on or within which Interference Measurements shall be made. (in millivolts per meter)*		*Permissible Intensity of Interfering Signal (in millivolts per meter) on 10-20-30 kc frequency separation.*					
	For day interference	*For night interference*	*10 kc*		*20 kc*		*30 kc*	
			Day	*Night*	*Day*	*Night*	*Day*	*Night*
Classes I & II	0.1	0.5	.05	.25	1.0	5.0	5.0	25.0
Classes III & IV	0.5	2.0	.25	1.0	5.0	20.0	25.0	100.0
Classes V & VI	2.0	4.0	1.0	2.0	20.0	40.0	100.0	200.0

Method of Determining the Presence of Objectionable Interference

In the case of interference to Class A stations from stations using the same channel, the probability of such interference must be determined by the application of the use of the interference curve with the location of the border of the country in which the Class A station is located.

The presence of objectionable interference may be presumed to exist in the service area of all stations, except for Class A as specified above, when an interfering station is radiating the normally expected effective field in the direction of a station interfered with and the distance between the two stations is less than that indicated in the distance tables used as a guide. Another acceptable method of determining the probability of objectionable interference is to utilize the interference curves which are "field intensity versus distance", and which are adopted as guides.

Actual proof of interference must be obtained by field intensity recordings taken by Government engineers or such other agency as may be mutually acceptable to the parties concerned, and for daylight interference the total time taken for recordings should be at least five days under good transmission conditions and for at least fifty per cent of the daylight transmission time of the interfering station. In the event of night interference, the recordings should be commenced two hours after sunset of the most westerly station and should be taken each night for ten days (not necessarily consecutive) of good transmission conditions and for at least fifty per cent of the night transmission time of the interfering station after the stipulated commencement of the recordings.

If the signal intensity for all these recordings at the specified point of measurement exceeds the value specified herein as constituting objectionable interference for ten per cent of the time or more there shall be ground for complaint under the provisions of this agreement.

Antenna Performance

For the purpose of estimating objectionable interference of an international character, clear channel stations shall be assumed to produce an effective field of 200 millivolts per meter at one mile (324 millivolts per meter at one kilometer) corrected for attenuation, for each kilowatt of antenna input power to the antenna.

Stations of "limited clear channel" and regional classification shall be assumed to produce an effective field of 150 millivolts per meter at one mile (243 millivolts per meter at one kilometer) corrected for attenuation, for each kilowatt of antenna input power.

Stations of an urban and city classification shall be assumed to produce an effective field of 125 millivolts per meter at one mile (202 millivolts per meter at one kilometer) corrected for attenuation, for each kilowatt of input power.

In order to determine the effect of comparative radiation of a station employing a directional antenna, it is necessary to determine the unattenuated field at one mile (or one kilometer) in the direction of the service area of the station with which there is a probability of interference, and then to express this value in terms of that of a station having similar classification, utilizing an antenna of the stipulated efficiency.

Power of a radio transmitter

The power of a radio transmitter is the power supplied to the antenna.

In the case of a modulated-wave transmitter, the power in the antenna shall be represented by two numbers, one indicating the power of the carrier supplied to the antenna and the other the actual maximum rate of modulation used.

Determination of Power

With respect to the notifications of statistical data concerning the characteristics of radio broadcasting stations, each nation, party to this agreement, agrees to determine the power of its stations in one of the following manners:

1. Antenna Input Power consisting of the square value of the antenna current times the value of the antenna resistance.
2. Determination of effective field intensity recordings, corrected for attenuation. Such recordings to be made on several radials. This effective field can then be related to the effective field normally expected for the antenna efficiency used in this agreement for the different classes of stations.

Propagation Curves

In computing strength of signal at a given distance from a station of given power, for the purpose of establishing frequency-mileage separation tables for the guidance of the Administrations, it is proposed to use as a basic curve for day propagation the curve for 1000 kc, annexed hereto, entitled, "Ground Wave Field Intensity vs. Distance For One Kilowatt Radiated From Short Antenna, Ground Conductivity = 10^{-13} = 15 Field at One Kilometer, 300 Millivolts Per Meter" (187 mv/m at one mile).

It is to be understood that in using this curve different values of unattenuated field at one mile (or one kilometer) shall be used for the different classes of stations. The values to be used are: For clear channel stations, 200 mv/m at one mile (324 mv/m at one kilometer); for "limited clear chan-

(*Continued on page 24*)

Sound Station Management *assures* Definite Radio Advertising *results*

The radio stations of the Oregonian are backed by 80 years of experience in making advertising pay.

This sound management, coupled with the ability to put real radio showmanship and a selling "sock" into productive radio programs, makes KGW-KEX THE FIRST BUY IN OREGON.

Let us tell you of results being obtained . . . day in and day out . . . by advertisers in your line.

THE RADIO STATIONS OF

The OREGONIAN
PORTLAND, OREGON

The Radio Stations of the Oregonian KGW and KEX are represented nationally by EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

Havana Allocation Principles

(*Continued from page 23*)

nel" and regional stations, 150 mv/m at one mile (243 mv/m at one kilometer); for urban and city stations, 125 mv/m at one mile (202 mv/m at one kilometer). These values are for one kilowatt input to the antenna.

For night propagation it is proposed to use the graphs of sky wave field intensity, attached hereto, entitled, "Average Sky Wave Field Intensity, Corresponding to the Second Hour After Sunset in the Recording Station, 100 Millivolts Per Meter at One Mile (161 at one kilometer)".

Prevention of Spurious Radiation

The Administrations shall endeavor to reduce or eliminate spurious radiations from a transmitter. These radiations should not be of sufficient intensity to cause interference on receiving sets of modern design which are tuned outside the frequency band of emission required for the type of emission employed. In the case of type A-3 emission (radiotelephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and in the case of amplitude modulation the operating percentage of modulation should not be less than 75 per cent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

A spurious radiation is any radiation from a transmitter which is outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations or other transient effects.

Changes of Engineering Standards

The engineering standards mentioned in this agreement are subject to change in accordance with technical advances in the art and by mutual consent of the Government parties to this agreement.

Permanent Address

That the "Pan-American Radio Technical Union" be established at such place as may be determined for the purpose of creating a regional organization, of an advisory character, to centralize and facilitate the exchange of radio technical information among the following American Governments:

Argentine Republic, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Newfoundland, Nicaragua, Panama, Paraguay, Peru, United States of America, Uruguay and Venezuela.

This organization shall be maintained by proportional quotas from the countries concerned, the annual expenses to be limited to a maximum of $25,000.

The Cuban Government is requested to forward prior to Aug. 30, 1937, to the Governments which are to participate in the November Conference, a preparatory statement of the terms in which said organization is to be created and relative to the details of its working.

HIGH-FREQUENCY BROADCASTING

It is considered that shortwave broadcasting services are extremely useful for the exchange of programs among the American nations but that they differ from the services of the regular broadcast band (540-1600 kc) because the latter are essentially useful primarily for national service. In the determining factors for the use of shortwave broadcasts as among nations, it is considered that the principles which should govern the assignment to stations of these short waves must differ entirely from those considered in the assignment of frequencies in the regular broadcast band for national service, because of the radically different propagation characteristics between said classes of waves.

It is considered essential that, if short waves are to be used effectively for international service—for which they seem to be admirably suited—stations which use these channels should be required to use them with sufficient power to secure the rendition of good international service. Insofar as the American nations are concerned, the distribution of short waves should be based on a principle which enables a proper interchange of programs from the various centers of talent, rather than on a principle which necessitates the distribution of frequencies from the standpoint of national service.

It is the sense of this Conference that there is a need for the study of the high-frequency broadcasting situation in the Americas so that an orderly arrangement based on sound engineering principles can be obtained. Such an arrangement could be designed so as to permit the interchange of broadcasting programs among the American nations free of objectionable interference.

This study should include an observation of the high-frequency portion of the radio spectrum in order to determine existing conditions and causes of interference which are present.

Each nation should be prepared to exchange this information at the forthcoming Inter-American Regional Radio Conference with the view of perfecting a plan which could be presented at the Cairo Radio Conference beginning February 1, 1938.

Such a plan could be coordinated with the plans of other nations in other portions of the world in full collaboration between the Americas and other nations who must also share these high frequency broadcasting bands.

ULTRA-HIGH FREQUENCY BROADCASTING

Television Allocations

That the frequencies higher than 30 megacycles be retained in an experimental status with the understanding that definite proposals concerning the allocations of these frequencies will be made by each country at the regional radio Conference to be held beginning November 1, 1937. In this connection it appears desirable from an engineering standpoint to allocate frequencies beginning at approximately 40 megacycles to the television service except for the amateur band 56 to 60 megacycles.

MISCELLANEOUS MATTERS

Interference from Electrical Devices

It is considered that radio-therapeutic machines and other apparatus in which the radiation in space is not suppressed constitute a serious source of objectionable interference to radio communication and broadcasting services. It is therefore recommended that the various nations study the ways and means for eliminating or reducing this serious source of interference which has proved to be international in character.

Study With Respect to High Fidelity Broadcasting

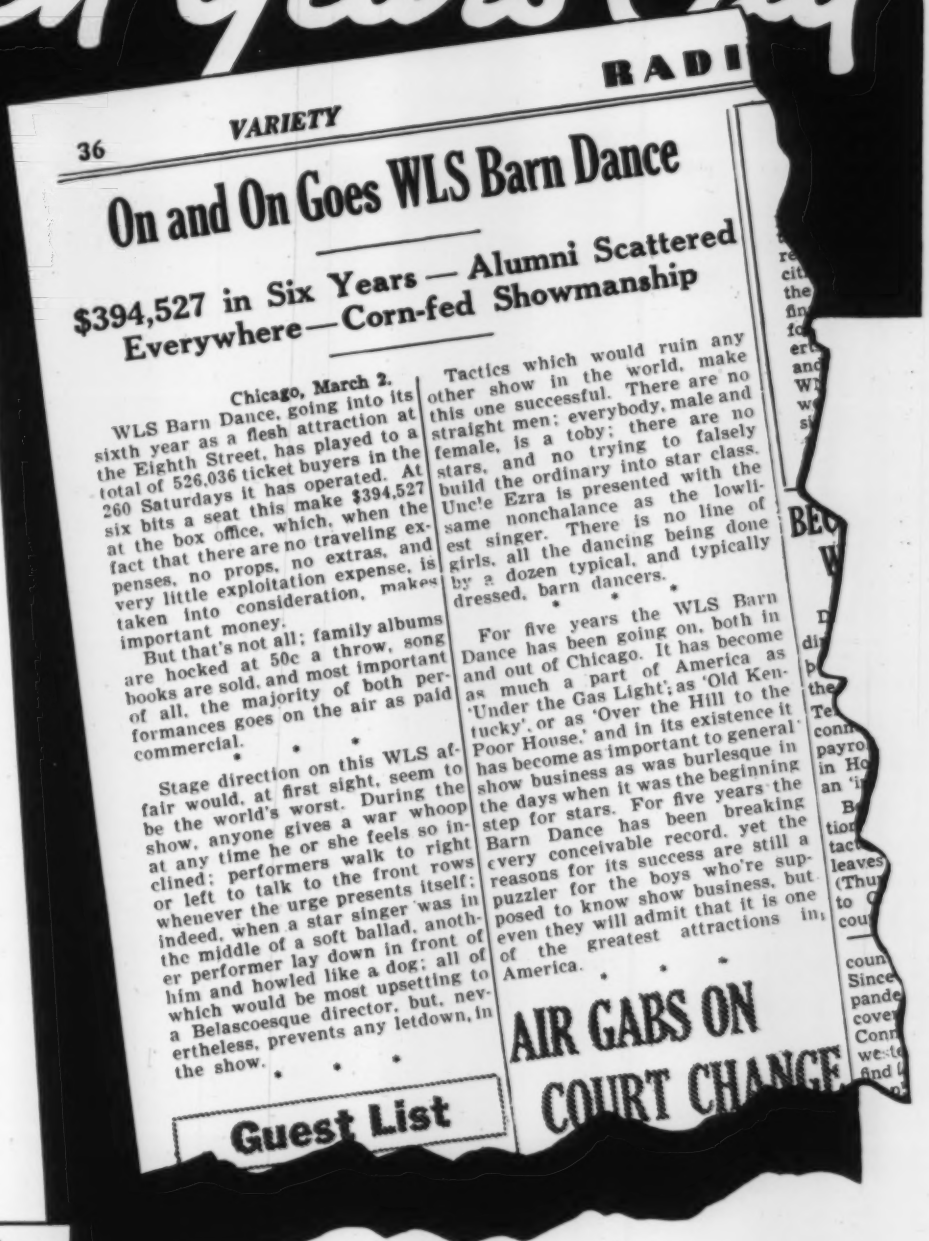
The various Administrations agree to study the problems incident to high fidelity broadcasting to the end that this type of service may be accommodated in accordance with good engineering principles.

Thirteen Years Old

April 12, 1937

ON April 12, 1924, WLS broadcast its first program. The record made through the ensuing thirteen years is one of which we are all justly proud. It speaks of many hundreds of thousands of dollars given by loyal listeners to help neighbors stricken by disaster; of thousands of less fortunate boys and girls who were made happier around Christmas by reason of new radio receiving sets; of listeners who rallied to help throw out non-sensical year-round New York time in Chicagoland; of day in and day out market quotations; weather forecasts and news; of shut-ins whose lives have been brightened by our programs; and of devotional broadcasts which brought renewed courage and inspiration during days of discouragement.

The result after thirteen years is a constantly growing, loyal audience—continued capacity audiences at the theatre box offices—huge mail response and more and more renewal orders. Ask the WLS advertisers—you'll hear that "it pays to advertise over WLS."



36 VARIETY RADI

On and On Goes WLS Barn Dance

$394,527 in Six Years — Alumni Scattered Everywhere — Corn-fed Showmanship

Chicago, March 2.

WLS Barn Dance, going into its sixth year as a flesh attraction at the Eighth Street, has played to a total of 526,036 ticket buyers in the 260 Saturdays it has operated. At six bits a seat this make $394,527 at the box office, which, when the fact that there are no traveling expenses, no props, no extras, and very little exploitation expense, is taken into consideration, makes important money.

But that's not all; family albums are hocked at 50c a throw, song books are sold, and most important of all, the majority of both performances goes on the air as paid commercial.

* * *

Stage direction on this WLS affair would, at first sight, seem to be the world's worst. During the show, anyone gives a war whoop at any time he or she feels so inclined; performers walk to right or left to talk to the front rows whenever the urge presents itself; indeed, when a star singer was in the middle of a soft ballad, another performer lay down in front of him and howled like a dog; all of which would be most upsetting to a Belascoesque director, but, nevertheless, prevents any letdown in the show.

* * *

Tactics which would ruin any other show in the world, make this one successful. There are no straight men; everybody, male and female, is a toby; there are no stars, and no trying to falsely build the ordinary into star class. Uncle Ezra is presented with the same nonchalance as the lowliest singer. There is no line of girls, all the dancing being done by a dozen typical, and typically dressed, barn dancers.

* * *

For five years the WLS Barn Dance has been going on, both in and out of Chicago. It has become as much a part of America as 'Under the Gas Light'; as 'Old Kentucky', or as 'Over the Hill to the Poor House,' and in its existence it has become as important to general show business as was burlesque in the days when it was the beginning step for stars. For five years the Barn Dance has been breaking every conceivable record, yet the reasons for its success are still a puzzler for the boys who're supposed to know show business, but even they will admit that it is one of the greatest attractions in America.

* * *

Guest List

AIR GABS ON COURT CHANGE

WLS

Thank You, VARIETY . . . The Barn Dance is one of the greatest attractions in America and we believe the reason for its breaking "every conceivable record" is due to WLS giving its listeners what they like and want.

★ **THE PRAIRIE FARMER STATION**

50,000 WATTS

870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO

BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*

National Representatives: JOHN BLAIR and CO.

CHICAGO AGENCY SEEKING STATION

ONE of the rare instances of an advertising agency seeking to enter the broadcasting field on its own as a station operator was disclosed when Metropolitan Radio Service Inc. was formed in Chicago and filed an application with the FCC for a new station to operate with 1,000 watts on 1570 kc., the recently opened "high-fidelity" band in which future allocations will be determined after the Craven-Ring report [BROADCASTING, Jan. 15] is considered by the FCC.

Incorporators of the company are Robert J. Scott, partner in Schwimmer & Scott, Chicago agency handling several radio accounts, who is president of the concern and holder of 501 shares of its stock. Secretary-treasurer is Samuel J. Sherman, Chicago attorney, holding one share. Vice-president is Daniel Goldberg, Chicago manager of *Variety*, also holder of one share.

FCC records disclose only one advertising agency as an actual operator of a radio station. The Wylie B. Jones Advertising Agency, of Binghamton, N. Y., owns WNBF of that city outright. The Schwimmer & Scott agency handles such accounts using radio as Peter Fox Brewing Co., Chicago (beer); Lea & Perrins, New York (sauce); Lewis Knitting Co., Janesville, Wis. (golf suit, underwear); Morris B. Sachs, Chicago (clothier).

FCC May Change Rules to Require English on Foreign Tongue Programs

A CHANGE in FCC rules governing announcement of foreign language programs, under which duplicated announcements in English would be made mandatory, is being given preliminary consideration by the FCC committee on rules and regulations comprising heads of the various divisions.

The large increase in the number of foreign language programs throughout the country, it is understood, has given rise to the projected new rule. The underlying reason has been confusion which results among listeners who do not understand foreign languages but who nevertheless enjoy the music and other renditions on foreign language programs. Moreover, it would give FCC inspectors an opportunity to identify programs and stations whereas this is impossible under existing conditions unless the inspector happens to be conversant with the foreign languages.

Within the last two years there has been a marked upward surge in foreign language presentations. In the Atlantic Seaboard area, particularly, some foreign language programs are broadcast over "tailor-made" networks. The rules governing announcements now specify that stations identify themselves with call letter announcements at half-hour intervals unless the announcement will break up a single continuous program or speech. Most stations identify themselves at 15 minute intervals. In the foreign language programs, commercial credits are interspersed in many cases throughout the renditions with no call letter identification. This procedure complies with existing rules.

The committee of the FCC comprises General Counsel Hampson Gary, Acting Secretary John B. Reynolds, Chief Engineer T. A. M. Craven, Chief Examiner Davis G. Arnold and Chief Accountant William J. Norfleet. Its recommendations are passed along to the appropriate division for action.

At this time, it is understood, the question simply has been broached for discussion, and there has been no detailed consideration. The committee meets periodically at the call of its chairman, Mr. Gary.

General Paint List

GENERAL PAINT CORP., San Francisco (paints), which started April 2 through Walter Adv. Agency, Los Angeles, a 13-week test campaign on 30 western stations, including Honolulu and Alaska, with a quarter-hour transcription serial *General Paint Colorscope* at Recordings Inc., Hollywood, is using these stations: KFPY, KRLC, KIDO, KFBB, KIEV, KMPC, KMTR, KOIN, KFSD, KFBK, KLX, KQW, KJBS, KGDM, KGU, KVOO, KMJ, KOH, KXO, KFJI, KOL, KVOS, KVOE, KEHE, KMED, KFXM, KTAR, KFOX, KFQD, KGBU.

Annual Derby Broadcast To Include 77 Stations

FOR THE THIRD successive year Brown & Williamson Tobacco Corp., Louisville, will sponsor an exclusive broadcast of the Kentucky Derby, from Churchill Downs at Louisville. This year's broadcast of this historic race will go over a network of 77 NBC-Blue network stations, whereas the past two were over CBS network. The race itself will be described by Clem McCarthy, with the rest of the 45 minutes, from 6:15 to 7 p. m. (EDST) on May 8, used by other NBC announcers to depict the colorful Derby Day scene and to advertise the sponsor's Kool and Raleigh cigarettes. BBDO, New York, is the agency. The following Saturday, May 15, Clem McCarthy will again broadcast a race classic for the NBC-Blue audience, the Preakness, from Pimlico at Baltimore. The half-hour broadcast, from 6:15 to 6:45 p. m. (EDST), will be heard over 16 stations, sponsored by American Oil Co., Baltimore, in the interest of Amoco gasoline. The agency is Joseph Katz Co., Baltimore.

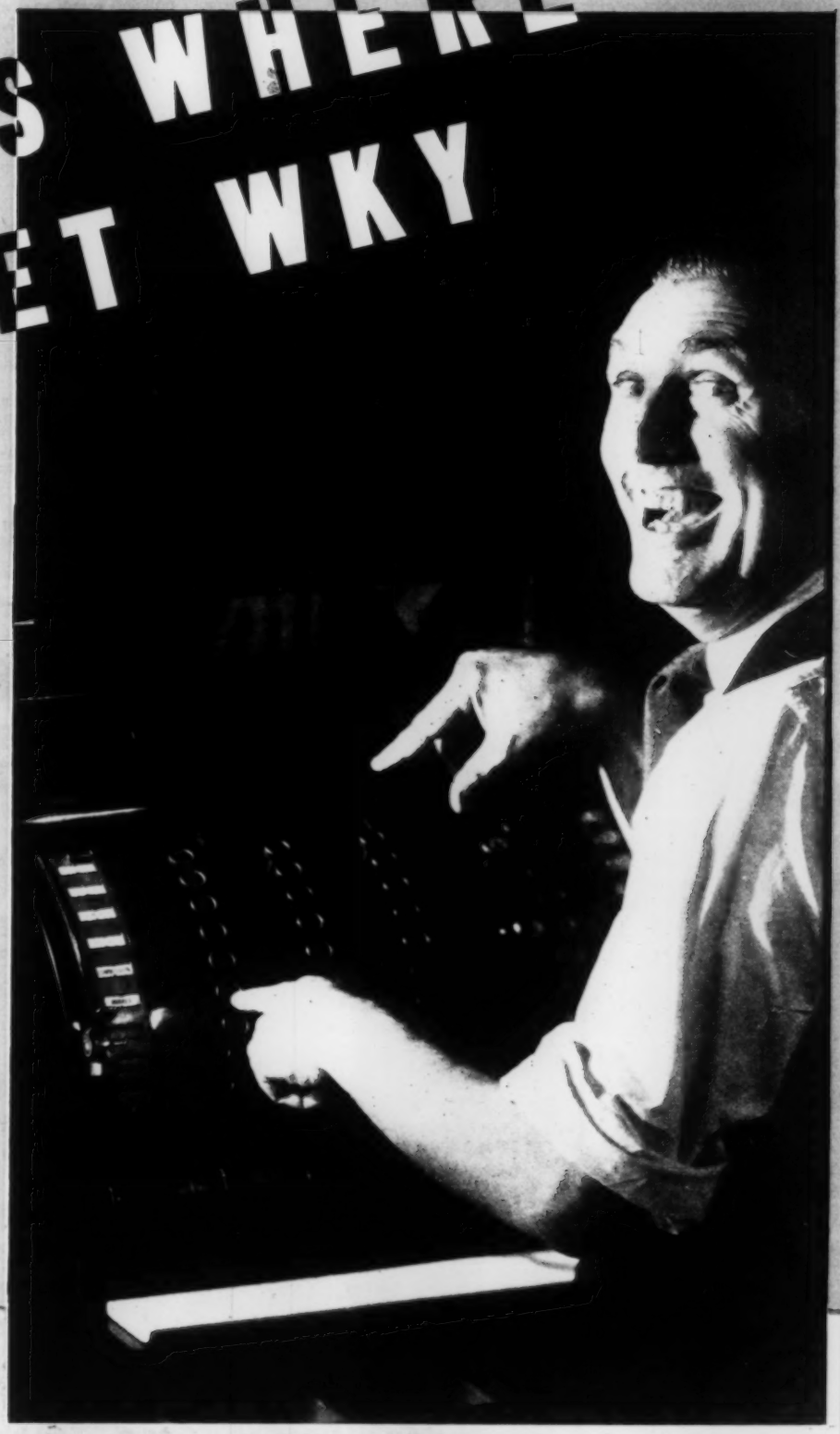
Saratoga Race Plans

SARATOGA ASSOCIATION for Improvement of Thoroughbred Horses, which stages the annual August races at Saratoga Springs, N. Y., has boosted its 1937 advertising budget 40% and will include radio in its plans. Leighton & Nelson Inc., Schenectady, is the agency.

The advertisers using the facilities of KWK often feel like they are the modern version of Ali Baba when they see the marvelous returns on their investment. KWK, St. Louis, is the Open Sesame to a trading area of great wealth, that you should carefully consider before deciding upon your next advertising campaign.

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

THAT'S WHERE I GET WKY



. . . and it comes in plenty strong, too!

● With WKY you can sell your dealers as well as your customers in Oklahoma. Oklahoma dealers know first hand that most of their customers listen to WKY most of the time . . . and that when a product is on WKY it's on the upbeat in sales. WKY is the station that dealers get best and loudest on their cash registers.

Oklahoma dealers are quick to talk business with the salesman who talks WKY . . . because the salesman who talks WKY is talking *more business* for the dealer.

WKY *Oklahoma City*

NBC

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHIN COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAI OKLAHOMA CITY TIMES AND THE FARMER-STOCKMA

Representative—E. Katz Special Advertising Agency

XUM

Network Sales During First Quarter Run 22.2% Over Those One Year Ago

MARCH was a good month for the coast-to-coast networks, which continued their record-breaking progress towards a new all-time high in sales to advertisers for 1937 by billing their clients $6,386,860 for the month, an increase of 18.2% over March of 1936, at which time the combined network billings had totaled $5,401,738. For the first quarter of 1937 the total network sales amounted to $18,257,028, passing the $14,936,646 sales total for the first three months of 1936 by 22.2%.

Top billing for the month was made by CBS, which reported sales of $2,559,716, a figure 17.8% ahead of March, 1936, and the second highest month in its history, bowing only to October of last year when billings reached $2,754,808. For the quarter, CBS shows a total time sale of $7,202,653 as contrasted with $5,982,551 for 1936, an increase of 20.4%.

NBC's March revenue totaled $3,614,283, an even 19% above the $3,037,873 of March a year ago. Credit for this gain goes to the Red network, whose March total of $2,531,322 surpasses the $1,915,357 figure for the same month last year by 32.2%, while the Blue network's total for the month was $1,082,961, a decline of 3.5% from its sales of $1,122,516 for March, 1936. For the quarter NBC-Blue showed total sales of $3,272,136, an increase of 5.7% over last year, and NBC-Red, with sales of $7,179,928, was 34.5% ahead of the first quarter of 1936. As a whole NBC reported the quarter's time sales as $10,452,064, a gain of 23.9% over last year.

MBS, with a March total of $212,861, bettering by 11.2% its sales for March a year ago, shows a 15.8% gain for the quarter, with 1937 sales of $602,311 contrasted with $520,107 for the first three months of 1936.

These network figures, considered in connection with the even more spectacular increases reported in the spot broadcasting field, indicate that the total volume of broadcast advertising for the year 1937 will readily pass the $125,000,000 mark and may easily reach a total of $150,000,000.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	212,861	11.2	191,483

G. A. RICHARDS, owner of WJR, Detroit, WGAR, Cleveland, and prospective new owner of KMPC, Beverly Hills, Cal., is recovering from a badly fractured arm suffered when he fell in his Beverly Hills home.

February Business Shows 25.1% Gain

Seasonal Drop From January Only 1.8%, NAB Discloses

BROADCAST advertising in February jumped 25.1% over the same month a year ago, amounting to $10,182,325 and experienced a seasonal decline of only 1.8% from January, according to the monthly survey of business conducted by the NAB.

Volume of radio time sales advanced at a faster rate than any other medium, the NAB found, the February figures for the year amounting to a gain of 12.8% for national magazines, 22.8% for farm papers and 12.5% for newspapers.

The South Atlantic-South Central area enjoyed the largest increase for the month, although all geographical districts revealed upward swings. Non-network volume in general rose 3.7% for the month as compared with January, 33.9% over February a year ago. Clear channel stations rose 6.5% over January and regional volume was 58.3% over February of 1936.

Disc Volume Higher

The largest increase by type of rendition occurred in transcriptions which jumped 9.2% from January. Records and announcements revealed the biggest gains over last February. National non-network announcements and local recordings showed the largest increases over January.

By sponsor groups principal gains were in national network household equipment and soap and kitchen supplies; regional network tobacco, foodstuffs and soap and kitchen supplies; national non-network automotive, beverage and soap and kitchen supplies; and local automotive and cosmetics. Retail advertising totaled $971,830, a decline of less than 1% from January but 34% above February 1936.

February receipts and cumulative 1937 receipts follow:

	February	Cumulative Jan.-Feb.
National net	$5,714,443	$11,775,830
Regional net	96,382	188,551
Nat. non-net	2,517,000	4,830,700
Local	1,854,500	3,756,800
Total	$10,182,325	$20,551,881

Station, Dailies Sold

THE 100-watt WSJS, Winston-Salem, N. C., was included with the *Winston-Salem Journal* and *Twin City Sentinel* in a sales agreement concluded April 5 by Owen Moore, publisher of the newspapers, of which the station is a subsidiary. Purchaser is Gordon Gray, son of the late chairman of the R. J. Reynolds Tobacco Co., who is a local attorney and who will take over the publishing and radio properties but keep his law practice. While the FCC has no authority to pass upon the newspaper sale, the purchaser must secure its sanction of the radio station's license transfer. Operating on 1310 kc., WSJS was the only station in the tobacco city until the recent establishment of WAIR, 250-watt daytime station on 1250 kc.

SEVEN LEAGUE BOOTS

WOWO, Indiana's most powerful station, delivers primary coverage in more than 300 cities and towns of 1,000 population and over.

In WOWO's primary area are 598,300 radio homes comprising twenty-seven markets in Indiana, Ohio and Michigan.

WOWO's programs, backed by Westinghouse management and experience, click with folks in its rich tri-state area.

Step up your profits in the midwest—employ WOWO. J 99473

WOWO the HOOSIER STATION

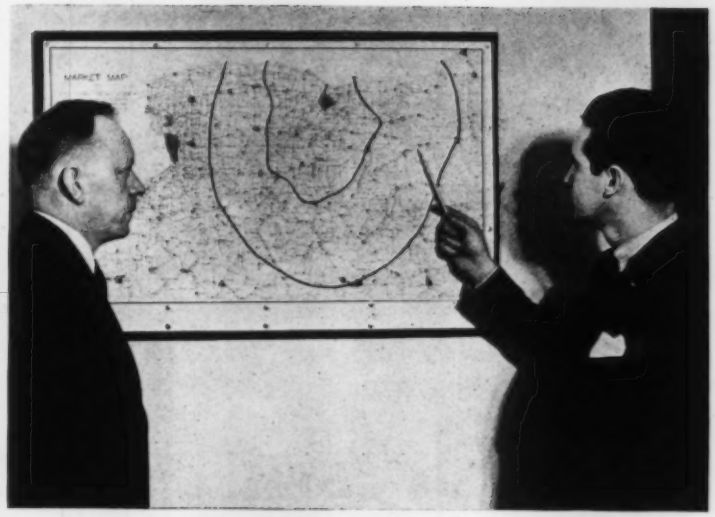
Westinghouse Radio Stations, Inc., Fort Wayne, Indiana
10,000 Watts CBS 1160 KC.
E. KATZ SPECIAL ADVERTISING AGENCY

Nothing Succeeds Like---

PLAY BALL: Mason McGuire, N. W. Ayer & Son, Inc., (left) and T. G. Prosser, Kellogg Sales Co. (right) lay plans with Gunnar O. Wiig, General Manager, WHEC, for Kellogg's 1937 play-by-play broadcasts of the Rochester "Red Wing" International League baseball games through WHEC.

FOR THE KID FANS. At right Arthur Charity, Knot Hole Gang Director, counsels with "Bill" Burns, 16 year old school boy editor of "Kellogg's Red Wing Knot Hole Gang News", smart merchandising tie-up to Kellogg's WHEC Ball Game Broadcasts.

DEP'T STORE CASHES IN. E. W. Edwards & Son is one of Rochester's largest department stores. Edwards' "Cooking School of the Air" continuously rings the cash register and so consistently renews itself on WHEC. Each week 2,000 crowd in to see it; many thousands listen in to hear it. Pictured are Josephine Bixby, Edwards' Home Economist, and B. J. Winn, Edwards' Radio Director. David Klein is Edward's Advertising Manager.



COVERAGE ALMOST DOUBLED. Maurice Clark, Chief Engineer, (right) demonstrates to H. L. Hart, Hart-Conway Advertising Agency (left) how the newly located new WHEC high fidelity transmitter has increased WHEC coverage 93% average day and night—mentions, too, that WHEC rates have *not* yet been increased.

BELOW (but always on top of things) we see those immensely popular "Tydol Reporters"—Harry LeBrun and Ken French, left and right, airing the news to WHEC listeners as it comes hot off the news ticker. Tydol's twice daily news service is beginning its 3rd year over WHEC.

Rochester Prefers~

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

PEAS PO

PEAS PO

Some like it ot; so

few like it in the pot nine days old. Something ght t

the Sales and Advertising Department, it was cided

of clearing out this old merchandise. ● Now th Peas

only the hot and cold variety, as there is no lo er ar

moves too fast. ● Here are radio stations—locate in ke

merchandise off the dealers' shelves—and how o kee

S PORRIDGE HOT!

S PORRIDGE COLD!

e it ot; some like it cold; but it so happens that very

ng ght to be done! ● After a conference between

as cided to use spot radio as the quickest means

y th Peas Porridge Products Company are selling

lo er any stock nine days old—the merchandise

cate in key markets—who know how to move your

ow to *keep* it moving.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO • SAN FRANCISCO

TRAILING WITH GENERAL MILLS

Auto Annex Provides Studio Facilities for Pickups at Will of the Sponsor

A COMPLETE radio studio on wheels that can venture anywhere an automobile will go, has been built in a trailer by NBC Hollywood technicians under supervision of Donald De Wolf, the network's chief engineer in that city. De Wolf also designed the trailer-studio which is 23 feet long, 6½ feet high and equally wide, and boasts all the acoustical treatment found in the most modern broadcasting stations. Trailer-studio was built for *Hollywood in Person*, sponsored five days weekly by General Mills Inc. (Bisquick), on 5 NBC-Pacific Red stations, 11:45 a. m.-12 noon (PST). Mobile studio, fully equipped, weighs approximately one ton. It is streamlined with blue and white hull, and drawn by a high-power coupe.

Studio occupies 14 feet of the trailer, with balance utilized as engineer's control room. Studio walls are treated in regular acoustical fashion. Over the inside metal walls of the trailer engineers placed an inch thickness of acousticon, a soft porous material. Over that they laid two inches of sound-deadening rock wool and sealed it with hardboard perforated with little holes three-eighths of an inch apart. Floor of the studio is covered with sound-deadening rug of rust color which matches interior scheme of ivory and rust. Wide windows, which permit spectators, are of double thickness and also sound-proof.

When program goes on inside, a table microphone is used, set on a flat top chromium table which matches the chromium furniture with ivory upholstering. For comfort of motion picture celebrities participating in broadcast, a cozy chesterfield has been built in at the rear of the studio.

Engineer or technician mixing the sound sits at a regular NBC mixing panel and watches program through a glass partition. He, or the producer, can talk to the studio through a "talk-back" microphone and also hear program through a radio receiver. Red lights inside the studio signal performers they are on the air. Other red lights mounted on the outside warn onlookers when silence is required. Indirect lighting floods the interior of the trailer to permit night broadcasts. Studio is also equipped with a fan used either for cooling or heating. A portable microphone for outside the mobile studio is also part of the equipment.

ATLANTIC REFINING Co., Philadelphia, will broadcast the Temple U football games on WIP, that city for the second consecutive year. Of the nine games scheduled for the 1937 season which opens Sept. 24, four games will be played at night. N. W. Ayer & Son Inc., Philadelphia, has the account.

FLOATING BEAUTY—Louise Roberts, fashion scout, facing NBC announcer Bob Baker in this charming studio, which flits yon and hither for General Mills. Finger aloft, Ray Ferguson feeds cues from the control room. Below is an exterior view of the trailer.

Texaco Disc Series

TEXAS OIL Co., New York (Texaco gasoline), is spotting 39 *Unsolved Mysteries* quarter-hour transcriptions on Midwest stations not covered by its campaign of a year ago. Hanff-Metzger Inc., New York, is the agency. Discs were produced in Hollywood by American Radio Features Syndicate with exclusive eastern distribution by the sponsoring firm.

Heads Docket Section

W. THEODORE PIERSON, chief of mail and files of the FCC, has been named head of docket section in addition to his regular duties. He succeeds Miss Marybelle Anthony, who recently was transferred to the accounting department. Rosel H. Hyde, attorney examiner temporarily detailed to reorganization of the docket section, is back at his regular duties.

. . . Portrait of Satisfaction

FIVE ¼-HOUR PROGRAMS FOR A NATIONAL SPONSOR RECENTLY brought

15,000 REPLIES . . . SATISFIED? . .

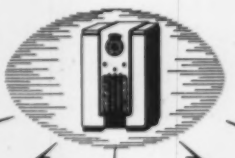
the Sponsor is! KFYR is not!!

KFYR is never satisfied until it is certain that it has done its best for its clients. Where in the northwest, but with KFYR, could such a mail count be pulled? The results shown by the mail return of 15,000 pieces is further proof that KFYR does the job well. KFYR is proud, indeed, of its record. It is just another reason why KFYR is called . . . .

THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE

MEYER BROADCASTING CO.
Bismarck, North Dakota

Furgason and Aston, National Representatives
NEW YORK · CHICAGO · KANSAS CITY · DETROIT



"Boake Carter Speaking..."

That's a salutation guaranteeing a program well worth listening to. Three simple words but how much more of an inducement to listen than "John Jones Speaking." Boake Carter has the confidence of his listeners because his news comments are always interesting and informative.

Confidence is the biggest thing in radio. Unless your broadcast is heard over a station commanding the confidence of its community, it will miss its mark.

The people of Cleveland, Northeastern and Central Ohio place their confidence in United Broadcasting stations. For this reason they are your first choice in Ohio.

"United for Service"

WHK - WJAY
CLEVELAND

C. A. McLaughlin, Sales Mgr.
J. T. Vorpe, Production Manager

WHKC Columbus
C. M. Everson, Gen. Mgr.
H. H. Hoessly, Sales Mgr.

WKBN Youngstown
W. P. Williamson, Pres. & Gen. Mgr.
E. E. Evans, Sales Mgr.

FREE & PETERS, Inc.
National Representatives—New York - Chicago - Detroit

CBS to Air Selection Written for Radio Alone

THE first serious musical composition writen by an American composer especially for radio presentation will be broadcast over the WABC-Columbia network during the *Everybody's Music* series, May 23, 3-4 p. m. (EDST), marking its world debut.

It is called "Concertino for Piano and Chamber Orchestra" just completed by Walter Piston, one of the six members of the Columbia Composers' Commission, a group of outstanding composers appointed by CBS several months ago to write music specifically for the medium of radio. Other works by members of the Commission will be played from time to time during the *Everybody's Music* series. This series, in place of the Sunday broadcasts of the New York Philharmonic-Symphony Orchestra, presents the Columbia Symphony Orchestra under the direction of Howard Barlow, playing a thorough resume of great music in a wide variety of fields.

NBC Symphony Contract

PRE-TOSCANINI—Dr. Artur Rodzinski (left), Cleveland symphony conductor, signs a contract to conduct ten concerts supplementing the NBC winter series with Arturo Toscanini, as Lenox R. Lohr, NBC president, watches. Dr. Rodzinski was chosen by Toscanini to augment the NBC symphony orchestra to full strength and to collaborate in the series.

More Vic & Sade

PROCTER & GAMBLE Co., Cincinnati, last month decided that *Vic & Sade*, popular comedy serial of home town life which has been broadcasting twice daily (NBC-Blue in the mornings and NBC-Red in the afternoons) to advertise Crisco, was too good to be kept for the sole enjoyment of the women listeners, and so two evening broadcasts were added to the Wednesday schedule of the act, with the commercials plugging Ivory Flakes. Then the sponsors decided that it would be more effective to move the earlier evening broadcast on the Red network from its 7:45 to 8 p. m. spot on Wednesday to a later hour on Tuesday (10:45-11 p. m.) which was done on April 6, when the network was also increased to 30 stations. But on second thought P & G made another decision that you can't have too much of a good thing and retained both Wednesday evening broadcasts, so that *Vic & Sade* are now on the air 13 quarter-hours weekly for the same sponsor. Compton Adv. Inc., New York, handles the account.

Half-Million Expenditure Is Planned by CBS for San Francisco Offices

CBS, at a cost of approximately $500,000, will build new San Francisco studios and executive offices, moving KSFO and the network's headquarters in that city from the Russ Bldg. to the Palace Hotel, it was announced early in April by Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood at the first of a series of weekly press conferences. Cost includes the new 5000-watt transmitter of KSFO. Plans for the new studios, to be built on the second floor of the hotel, have been approved by CBS New York headquarters, and actual construction is scheduled to start May 1, Mr. Thornburgh said. They will be ready for use in four months.

Thornburgh stated that CBS has taken a ten year lease on the site. Besides executive and sales offices plans call for two large and three medium size studios as well as clients' observation rooms. When completed it will be one of the most modern station setups in the United States. More Pacific Coast network programs are also to originate from San Francisco on completion of the studios, he further stated.

With KNX on April 1 becoming the key station on the CBS western chain, Alan N. Cormack, CBS Pacific Coast traffic manager has been transferred from San Francisco to Hollywood. Mr. Thornburgh said that the traffic headquarters will remain in San Francisco, but Mr. Cormack will divide his time between the two cities. He explained that the increasing number of transcontinental broadcasts originating in Hollywood necessitated Mr. Cormack's new program. Connie Blake, Mr. Cormack's assistant, remains in charge of the San Francisco traffic office during his absences.

New CBS Studios

A NEW STUDIO for the exclusive use of news broadcasts and special speakers has been built on the 17th floor of the CBS Building in New York. The room is about 20 x 15 feet, and is equipped with table microphones and contains its own control cabinet. Immediately outside are three teletype printers, two UP and one Press Radio. At present it is being used by Edwin C. Hill for his daily Lucky Strike *Your News Parade* network broadcasts, and by Jean Paul King and Andre Baruch for their early morning and late evening news broadcasts on WABC only, sponsored by Household Finance Corp. and *Liberty Magazine* respectively. The news studio is on the same floor as the CBS press department and in a few weeks the special events division of the network will occupy the offices adjacent.

NASH MOTORS Co., Kenosha, Wis., will move its Nash-Lafayette program from New York to Hollywood on May 1. Show originally starred Floyd Gibbons with Vincent Lopez and his band but Gibbons was replaced by Grace Moore a few weeks ago. Agency for Nash is J. Walter Thompson Co., Chicago.

THIS IS WHAT WE MEAN
BY CLEAR CHANNEL COVERAGE

Mail Distribution—1936

Clear Channel
NBC • Full Time

WSM

The Air Castle
of the South

50,000 WATTS

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC., NASHVILLE, TENN.

COVERAGE
PROGRAMS
LISTENER INTEREST
ADVERTISER RESULTS

KFPY CBS — SPOKANE · WASHINGTON

KGIR NBC — BUTTE · MONTANA

Will increase your sales in the rich farming, mining, lumbering areas of Eastern Washington, Northern Idaho, Northeastern Oregon and Western Montana.

Representatives Joseph H. McGillvra Walter Biddick Co.

NEW YORK · CHICAGO · SEATTLE SAN FRANCISCO · LOS ANGELES

VIGIL REWARDED
KMBC Announcer Watches, And Gets a Scoop

WORKING on a theory that scoops are made, not born, Erle Smith, newscaster of KMBC, Kansas City, had for two weeks kept a watchful eye on the Ford assembly plant in Kansas City's Sheffield industrial district. He knew that here, as elsewhere, C. I. O. was organizing for some kind of action. He also knew that sooner or later someone was almost bound to set off the spark that would lead to trouble.

The afternoon of April 2, his efforts were rewarded. As the men left the plant at 3:30 some were told that they were being laid off and need not return Monday. The word spread quickly, and in a matter of a very few minutes a "stay in" strike was under way. At 3:40, even before many men in the plant knew a strike was in progress, Erle Smith flashed his first bulletin. At 3:49 he was on the air again to give the complete story.

Floating Schedule Placement of Spots In Time Brackets Urged by Grabhorn

A PROPOSAL that spot announcements be sold only on a floating schedule basis, dividing the day into logical time brackets but not offering the announcement sponsor any specific moment, has been made by Murray Grabhorn, Eastern manager of John Blair & Co., radio station representatives, as a move toward solving the chain-break question, one of the day's most perplexing problems of radio advertising. Mr. Grabhorn submitted his plan informally to NBC with the suggestion that it might be used as the basis for a discussion of the problem at a general meeting of network executives and station representatives. While he has not heard officially from NBC regarding it, he believes that such a meeting will be called in the near future.

Mr. Grabhorn

Clerical Trouble

In discussing the question of chain-breaks with BROADCASTING, Mr. Grabhorn pointed out that the matter of clearing time for announcements adjacent to certain network programs involves as much detail work on the part of the advertising agency as clearing time for a quarter or half-hour program. It means collecting data as to preceding and following programs on every station to be used and often on competing stations, he stated, with the result that there is a tendency for the clerical and wire expense involved to mount to the point where the agency no longer finds the placement of spot broadcasting profitable and so is inclined to turn to other media.

Mr. Grabhorn said that while the question is apparently one to be solved by the networks and their affiliate stations, in reality it goes much deeper than that. If in their present form of presentation certain announcements are offending and confusing to the listening audience, then all radio stations and all advertisers using radio are vitally concerned, he stated, and the industry should solve the problem itself before it comes to a point where the government will step in with a ban on all announcements, regardless of their nature. He added that although the elimination of all non-service chain-break announcements would undoubtedly result in a general decrease in station revenue and a general increase in station rates, it is possible for the industry to adjust these things satisfactorily, whereas a government ruling against all announcements would definitely deprive both stations and advertisers of profit.

On April 2 Mark Woods, treasurer of NBC, acknowledged receipt of Mr. Grabhorn's resolution and said he would endeavor to arrange a meeting.

The full text of the resolution follows:

A NEW STATEMENT OF GOOD POLICY

Whereas: the rapid growth of the radio industry has brought about many new conditions, and

Whereas: this has resulted in the necessity of putting into practice new policies to meet these conditions from time to time,

Therefore: in the interest of good broadcasting and in order to better serve public interest, convenience and necessity,

BE IT RESOLVED

First: That spot announcements will be sold on a general floating schedule basis and shall be offered to the sponsor on the basis of his election either between the hours of 7 a. m. to 9 a. m.; or between 9 a. m. to 12 noon; or between 12 noon to 4 p. m.; or between 4 p. m. to 6 p. m.; or between 6 p. m. and 10:30 p. m.

Second: That no specific times will be offered to any sponsor on the basis of its desirable location adjacent to any one particular program either local or network, sustaining or commercial excepting as such offering applies to those cases related in Paragraph 3 of this resolution.

Third: Time signals and weather reports shall, because of the definite service rendered the listeners be offered at specific times which may be guaranteed, subject of course, to other accepted broadcasting commitments such as preemption of time by the network, important special events, and emergencies. The commercial copy of such announcements shall be limited to 25 words.

Fourth: No announcement of whatever length, other than time signals and weather reports, shall be broadcast in the station break between two commercial programs whether such programs be of network or local origin.

Fifth: The station management may, at its own discretion, rotate announcements scheduled in the various time brackets outlined in Paragraph 1 as long as such rotation occurs within that bracket and does not pass from one bracket to another.

Sixth: These resolutions are made purely for the purpose of furthering the cause of intelligent and entertaining program structure, and are not to be construed as affecting any other policies now in effect on any of individual stations concerned.

WE CAN'T SELL YOU THE INDIAN ROPE TRICK

... But we have some original ideas that are fully as effective...ideas packed with listener-appeal! STUNTS! INC. was formed by master minds of magic for the purpose of supplying wideawake advertisers with a powerful and appealing sales weapon. Leading advertisers and their agencies have discovered that TRICKS, PUZZLES, MAGIC, GAMES, and LEGERDEMAIN have the power to lift sales volume to unimagined heights when applied along sound proven merchandising lines. Radio stations call upon us when in search of a novel program idea to clinch a prospective advertiser.

The creators of STUNTS! INC. have amply demonstrated results with such campaigns as **"FUN AT COCKTAIL TIME"** (Seagram's); **CHANDU** (Beechnut); **MAGIC SETS** (United-Profit Sharing Co.); **EDDIE CANTOR'S MAGIC CLUB** (Pebeco); **MAGIKLUB** (54 Retail Stores); **ALI BABA** (Seeman Bros.); **THURSTON'S MAGIC AIR PROGRAM** (Swift & Co.); **MAGIC MENU** (Runko-Malt); **MAGIC BOXES** (Champion Bread); **E. J. MAGIC CLUB** (Endicott-Johnson); **BAG O' TRICKS** (Ralston's); **PUZZLES** (Chain Stores Everywhere).

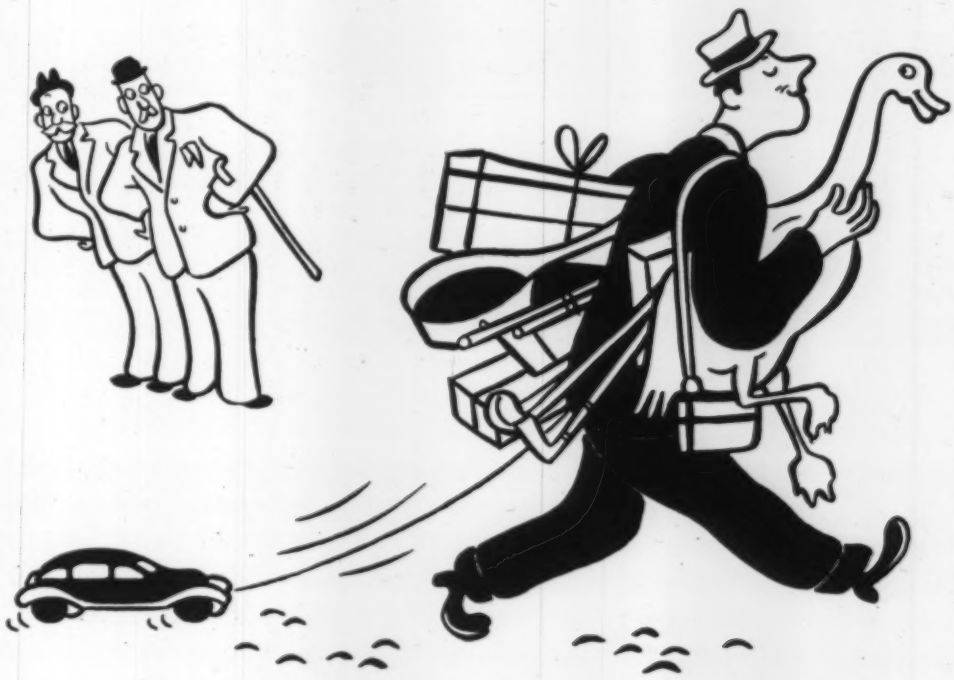
Hundreds of pieces of new, clever mystical magic products are available with PRACTICAL, PROVEN PLANS OF PROMOTION. With a standing staff of 750 Field Men for selling, contact and survey, STUNTS! INC. offers a completely rounded service to agencies and advertisers. Investigate the sales-building power of MAGIC now! Write for the free STUNTS Book telling the complete story of dozens of successful Campaigns of our clients. No STUNTS!-man will call unless requested.

STUNTS! INC.

148 LAFAYETTE STREET, NEW YORK CITY
Telephone CAnal 6-7830
Western Headquarters: 504 Donovan Bldg., Detroit, Mich.

Purex Bleach Test

PUREX Corp. Ltd., Los Angeles, (bleaching fluid), on April 19, thru Lord & Thomas, that city, starts *The In-Laws*, dramatic serial, on 10 Mutual-Don Lee stations, Monday through Friday, 4:45-5 p. m. (PST), in a 13-week test campaign. If successful, the series may be extended nationally over Mutual. Series has been a sustaining feature for the past several weeks on KHJ, the Don Lee station in Los Angeles, and is also being heard via transcription on WLW, Cincinnati, 5 days weekly under sponsorship of General Mills.



HA~ *Let's Put a Little Youth to* WORK!

Have you a 14-karat automobile or an educated duck you'd like to sell? Then, tell youth about it. Tell youth between the ages of 25 and 35 that you have these things to sell. For youth buys all the gay, mad and very practical things. Youth buys *everything.* And WOR has 16% of this nation's youth to offer you. It's an eager, responsive, spend-thrift market—this buying youth. It offers you young people at the peak of their earning power. It's the market which contains the *least* unemployed and the *most* who are getting married, buying and building homes and bearing babies. These young people listen to WOR. For WOR draws upon the varied attainments of those artists whose fresh, zestful approaches best embrace its listeners' many moods. And when it comes to upping sales in double-quick time, advertisers have found that WOR's youth responds with an alacrity to be found nowhere else. Ha . . . Let's put a little youth to work . . . for *you!*

WOR

KAWM Starts Operating

WITH D. V. Tostenson as manager and chief engineer, the new KAWM, Gallup, N. M., went on the air April 8 and is now operating on a full 12-hour schedule daily. The station, operating with 100 watts on 1500 kc., was authorized last fall and is licensed to A. W. Mills, local electrical contractor. Mr. Tostenson, formerly with KGVO, WDAY, KGFK, KIUP and KGFW, directed the construction of its 160-foot vertical radiator and studio structure. Walter Fernald, of New York, recently with stations in Arizona, is commercial manager. Virginia Van Weart, formerly with various Southwestern stations, is program director.

RCA Progress in Television Brings Orders for Equipment

Purchase by CBS and Reported Order From Russia Cited as Leadership Factors; Sarnoff Reports

ANNOUNCING to the annual meeting of RCA stockholders April 6 the purchase by CBS of RCA television transmitting apparatus to be installed on the Chrysler Building in New York City [BROADCASTING, April 1], David Sarnoff, RCA president, reiterated his statement that "RCA is in the forefront of technical development in this new and promising field" and pointed out that the Marconi-EMI system of television recently adopted in England as standard is "based on RCA inventions".

According to advice reaching BROADCASTING from official sources but not announced by RCA, that company has also received an order for television apparatus, including a transmitter to be installed at Moscow and 100 television receiving sets, from the Russian government. These are to be the Soviet's initial public installations, with stations also planned for Leningrad and Kiev which will be built in Russian factories presumably along the lines of the RCA apparatus. The Russian government has an exchange agreement with RCA.

CBS plans an immediate investment of about a half-million dollars in television, of which approximately $330,000 is represented by the RCA transmitter.

Field Tests Resumed

Coincident with the stockholders' meeting, NBC announced that it has resumed field tests of RCA's new 441-line television broadcasts from the Empire State Tower "on the largest scale ever undertaken in the United States." Still kept from public view, although the recently scrapped 343-line images were shown to select groups last fall and winter [BROADCASTING, Nov. 15, 1936], the 441-line broadcasts will be checked for reception quality on more than 75 model receivers placed at selected points and in homes and offices of engineers and officials of the company throughout the metropolitan New York area.

O. H. Hanson, NBC chief engineer, said the object of the new tests is to determine the home program potentialities of high-definition television since 441 lines represent the standard fixed by common agreement by the Radio Manufacturers Association. While testing the quality of 441-line transmission, NBC will also conduct experiments into television production and program technique, employing leading artists for test broadcasts and leaders in stage design, textiles, decoration and fashion along with a special corps of engineers already recruited from among the NBC broadcasting stations and the RCA technical staff.

It is generally conceded that when RCA's television eventually emerges as a public service, it will first be introduced on a local basis in the New York metropolitan area. NBC and CBS are working together on the development, RCA making its findings available to its rival network under a policy of fostering competition rather than keeping television to itself.

Mr. Sarnoff's statement to stockholders disclosed that the increase in picture definition from 343 to 441 lines provides greater detail and clarity and has made it possible to double the size of the picture from approximately 5½ x 7 inches to 7½ x 10 inches.

"The requirements of a nation-wide television service," he said, "must be viewed from the standpoint of eventual coverage of more than 3,000,000 square miles of territory with approximately 130,000,000 inhabitants. The size of this problem is much more formi-

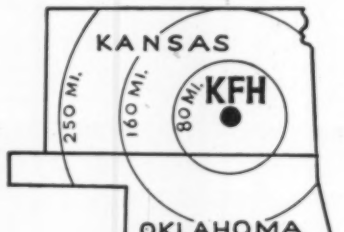
WAVE NOW COVERS SATURN AND MARS!

Remember how we've always said, in the past, that Station WAVE didn't cover China? Well, *that* was the truth. (The headline *isn't.*) But the serious point in our silly talk about China is just simply this:

No *one* radio station does much of a job anywhere except in its own home market. Our home market centers in Louisville. We do a good job here partly because we alone broadcast N. B. C. stuff in this section. And the cost is low because we don't even try to throw our power *at* China! We takes the Louisville trading area and leaves China lay . . . Look us up in Radio Advertising Rates & Data.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



KFH
A TRADITION IN
PROSPERITY LAND

Said the Philosopher, "I Care For The Best."
Advertisers with unerring judgment rightfully place KFH on their schedule for quality orders produced in Prosperity Land.
KFH is high in influence, in listener confidence, and listener responsiveness.
KFH listeners possess the means to purchase.

5000 Watts Day — 1000 Watts Night

KFH
WICHITA, KANSAS

Basic Supplementary CBS
National Representatives EDWARD PETRY & CO.

LIGHTNING—Recently struck the tower of the Empire State Bldg., in New York directly above the point where RCA's television antennas are located, and this remarkable candid shot, unretouched, was taken by an amateur photographer. Note how one of the lightning streaks also hit the Chrysler Tower, where CBS is shortly to install its television antennas. Thoroughly insulated, neither towers nor radio apparatus were injured.

dable here than is the case, for example, in England, where the area is small and the population is concentrated. There, the government subsidizes the television experiments and the broadcasting of television programs, but the owner of a home receiving set must pay an annual license fee to the government. In the United States, as you know, home radio reception is free and we hope, through the development of private enterprise, also to maintain television reception free.

"Technically, the art of television needs still further improvement in transmission as well as reception. As these improvements are made, the cost should decrease and thereby reduce the magnitude of the financial problems of establishing a nationwide television service. In addition to these practical considerations, there is the further problem of developing studio and program technique to meet the requirements of such a revolutionary form of public entertainment, information and education. The program service will be costly, and its support will devolve primarily upon the sponsors of television programs, as is the case today with the sponsors of sound broadcasting programs.

"Before sponsors can be interested in supporting television programs, it is necessary to provide a seeing as well as a hearing audience; and here we have the age-old question of what comes first, the chicken or the egg. Nevertheless, it is my firm conviction that one day we shall have both the chicken and the egg; and that television ultimately will be established in the United States by private enterprise on a practical basis of free service to the home. The potentialities of television are such as will bring new meaning to the service and business of radio."

Increase in Business

The April 6 meeting, which was marred by some criticism by minority stockholders objecting to the reelection of several New York bankers as directors in view of their alleged lack of technical background and their non-ownership of stock, brought forth further announcements that indicated the radio industry at large is improving its economic position. Mr. Sarnoff reported that RCA is moving forward in all its operations, including manufacturing, broadcasting, communications, research and patents as well as television.

The first quarter of 1937, he reported, indicates an increase of 10% in business volume over the first quarter of last year. Net profits after all deductions will be approximately $2,200,000 for the first quarter of this year compared with $1,287,000 for the first quarter of 1936, an increase of more than $900,000. After allowing for the quarter's preferred dividend charges, amounting to $808,000, there remains $1,391,000, equivalent to 10 cents per share of common stock, against a deficit of approximately one cent per share in the corresponding quarter of last year.

Following the reelection of DeWitt Millhauser, Edward J. Nally, James R. Sheffield and Frederick Strauss, the group which heckled Mr. Sarnoff during the meeting was informed that those directors not holding any RCA stock would probably agree to purchase at least 100 shares each in order "to clarify the situation." Some 9,270,000 shares, or about 63% of the total outstanding, voted for the reelection of the four directors against 8,236 ballots written in as opposed.

New Studios Dedicated As KSOO Goes to NBC

AT THE same time it affiliates with NBC as an optional Red and Blue outlet, KSOO, Sioux Falls, S. D., was to dedicate its new studios April 15, according to Joseph Henkin, president and manager. Complete new RCA equipment has been installed in new studios and offices.

Mr. Henkin said his new 100-watt station, KELO, will be on the air in about 60 days. It is also being equipped throughout by RCA. Management will be identical with that of KSOO. KELO also will carry NBC programs at night.

KSOO has been under its present management and ownership since 1927. It operates on 1110 kc. with 2500 watts and has an application pending for 5,000 watts. KELO has a construction permit for 100 watts on the 1200 kc. channel.

KHUB Dedicated

KHUB, Watsonville, Cal., was dedicated last month with representatives of civic, business and political interests of the Monterey Bay area present. The station, operating with 250 watts daytime on 1310 kc. is owned by F. W. Atkinson, also owner and publisher of the *Watsonville Morning Register* and the *Evening Pajaronian*. Jack Bennett, recently of KQW, San Jose, is station manager, and T. G. Hamma, former engineer of KGDM, Stockton, is chief engineer. The station was installed by J. E. Burrell, radio engineers, beginning last September and was dedicated March 21. RCA equipment is being used throughout. The 185-foot tower was built by Bethlehem Steel Co.

WTCN

MINNEAPOLIS ST PAUL

NBC BLUE NETWORK STATION

Covers the

10TH LARGEST MARKET IN POPULATION IN THE UNITED STATES . . . 8TH LARGEST IN RETAIL SALES

•

Has

MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITIES STATIONS COMBINED

•

Follow the trend and get more for your advertising dollar . . . broadcast your sales message to the rich Twin Cities market over WTCN.

•

Owned and Operated by the

MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday

FREE & PETERS, INC., National Representatives

Sterling Awards

STERLING ALE BREWERS Inc., Evansville, Ind., and WIRE, Indianapolis, joined recently to put on a special three quarter-hour show in conjunction with the awarding of the $500 grand prize won by an Indianapolis woman in a contest which Sterling Ale had been featuring on its program. Arthur W. (Tiny) Stowe of Hays MacFarland & Co., agency handling the account, went to Indianapolis to supervise the program and at the same time took the role of Squire Sterling in the presentation ceremonies. Mr. Stowe also went down to Dallas, Texas, to handle the arrangements in a special quarter-hour program on WFAA, Dallas, which featured the awarding of $200, the second prize, to a Dallas woman.

KOY, Phoenix, which recently was purchased by Burridge D. Butler, president of WLS, Chicago, on April 2 was authorized to increase its power from 500 watts night and 1,000 watts until local sunset to 1,000 watts day and night.

WHEN A BANK MERCHANDISES

Buffalo Bank Features Short Commercials in Series Going Into Fourth Year on the Air

WESTERN SAVINGS BANK, Buffalo, has started its fourth year of weekly broadcasts with more than half of its total advertising budget devoted to radio promotion, according to an article appearing in the March issue of *Financial Advertisers Association Bulletin*.

The programs are merchandised through printed slips given to everyone who comes into the bank and local singing societies are featured on the Sunday 6 p. m. broadcasts on WGR. Commercial announcements are brief, friendly, and conversational with 20 words being given at the beginning of each program and 100 words at the conclusion.

In 1933 the bank used a male quartet on its program, later officers of the bank gave service talks, and in 1935 the Guido Chorus of Buffalo was employed as talent. The current series featuring local singing societies, it is believed, will build good will among the society memberships and their friends. The Buffalo office of BBDO has the account.

Kremay Goes Radio

KREMAY LABORATORIES, Chicago (Kremay reducing lotion), began using radio for the first time on April 7 with a five-minute participation spot Mondays through Fridays on the *Women's Exchange*, WJJD. The next day Kremay started a five-minute program of recorded music five times weekly on WAAW, Omaha. Schwimmer & Scott, Chicago, is the agency.

Announcement:
KSOO
Sioux Falls, South Dakota
joins the
National Broadcasting Company
April 15th 1937
as South Dakota's first NBC outlet.
Located as it is, in the largest city
in the Dakotas, it covers a large
area in the heart of a rich urban and
farming region.
KSOO, through programs suited
to this area, has built a large loyal
audience . . . one that NBC advertisers
will find responsive to their sales
messages.
Joseph Henkin
KSOO
Sioux Falls, South Dakota
2500 watts.
1110 Kc.
PAUL H. RAYMER CO. National Representative

Gulf Adds Spots For New Product

GULF REFINING Co., Pittsburgh, for its new product, Gulf Spray insecticide, is buying local quarter-hour programs and plans to record some of the features for placement on other stations. Jack Latham, spot radio buyer of Young & Rubicam, is completing a second two-week buying trip in the South.

On April 19 Gulf begins on the Texas Quality Group (WFAA, WBAP, KPRC and WOAI) with a cowboy unit which will alternate appearances among the four cities of the network and simultaneously make local personal appearances. The broadcasts will be for 15 minutes on Tuesdays and Thursdays at 8 a. m.

In Shreveport, La., KWKH is being used with the Shelton Brothers, hillbilly act, as the talent. They will appear twice weekly also during the daytime. Mr. Latham plans to have transcriptions made of these programs for possible placement on WHAS, Louisville.

At WSM, Nashville, the agency has selected *Louise and Her Dixie Dons*, a sophisticated hillbilly program, to appear Tuesdays and Thursdays at 5:45 p. m. At Weslaco, Tex., Gulf is sponsoring five minute news broadcasts seven days a week over KRGV at 5:55 p. m. This schedule is for 26 weeks whereas placement on the other stations run for 20 weeks with options to extend for other Gulf products.

In addition other stations being used are WREC, WBRC, WRVA, WBT, WGST, WJAX, WFLA, WWL and KGNC.

Gulf on April 1 began sponsorship of spot announcements on WJSV, Washington, daily for 13 weeks except Sundays, promoting Gulf service stations in the Washington area. It is the first schedule of this character placed by Gulf but may be supplemented by similar campaigns in other cities.

Celotex in New Orleans

CELOTEX Corp., Chicago (building material), recently inaugurated a half-hour band concert on WWL, New Orleans, Monday evenings, featuring a military band composed of employes of the company's main plant in Marrero, La., across the river from New Orleans. The program which is broadcast from the Memorial Band Stand in Audobon Park. Hays MacFarland & Co., Chicago, is the Celotex agency.

W. CORT TREAT, radio director of the Commonwealth Advertising Agency, Boston, and a former Harvard faculty member, has been appointed resident manager of WORL, Boston, by Gerard H. Slattery, general manager of WCOP and WORL. Control of WORL recently was acquired by the Bulova-Lafount interests, which operate WCOP.

TRANSCRIBED RADIO SHOWS Inc., New York, announces the addition of Billy Baker and A. Graham Pierce to sell dramatized transcriptions to radio advertisers in the furniture, insurance, bakery, jewelry, optical, loan, used car, ice cream and gasoline station fields. Mr. Baker, formerly with CBS, Paramount Pictures and MGM, will represent Transcribed Radio Shows throughout the south. Mr. Pearce, formerly engaged in his own syndicated advertising service, will be New England representative.

LOOKS LIKE WE'VE GOT SOMETHING HERE!

DON'T take our word for it—get the facts and figures from the Department of Commerce reports. You'll agree that here in this new Industrial Empire we really do have something—the finest prospective market one could wish for.

In these reports covering the period 1933-1935 you'll find that retail sales in this market have boomed. Charleston's retail buying in 1935 was $558 per capita against $265 for the nation!

Charleston ranks sixth among cities over 50,000 in automobile buying—a gain of 93.9%. Fifth in apparel buying with a per capita expenditure of $72 against $22 for the U. S.—an increase of 50.2%; a per capita of $115 or 22.7% gain in food buying; a 96% increase in furniture buying; 40% increase in building material sales; 25.2% increase in drug store sales and so on with every commodity.

But, why shouldn't business be good in Charleston?

Subsidiaries of the Union Carbide & Carbon Corporation have expended more than 250 Million Dollars in lands, plants and equipment since 1924! And, this is but one of many industries in the Charleston area—duPont and other chemical plants, glass plants and factories are humming and growing, providing big pay-rolls that make for the prosperity indicated by the Department of Commerce reports!

Charleston is the shopping center of some 625,220 people whose retail business annually totals nearly 115 Million Dollars. The Capital of thriving West Virginia—7,500 state employees live here. Topographically the Charleston Market is a one-station market—WCHS—the only station delivering a primary signal to this new, complete, prosperous market!

— MEMBER —
Columbia
Broadcasting
System

KEY STATION
West Virginia
Network

National
Representatives,
EDWARD PETRY & CO.

WCHS

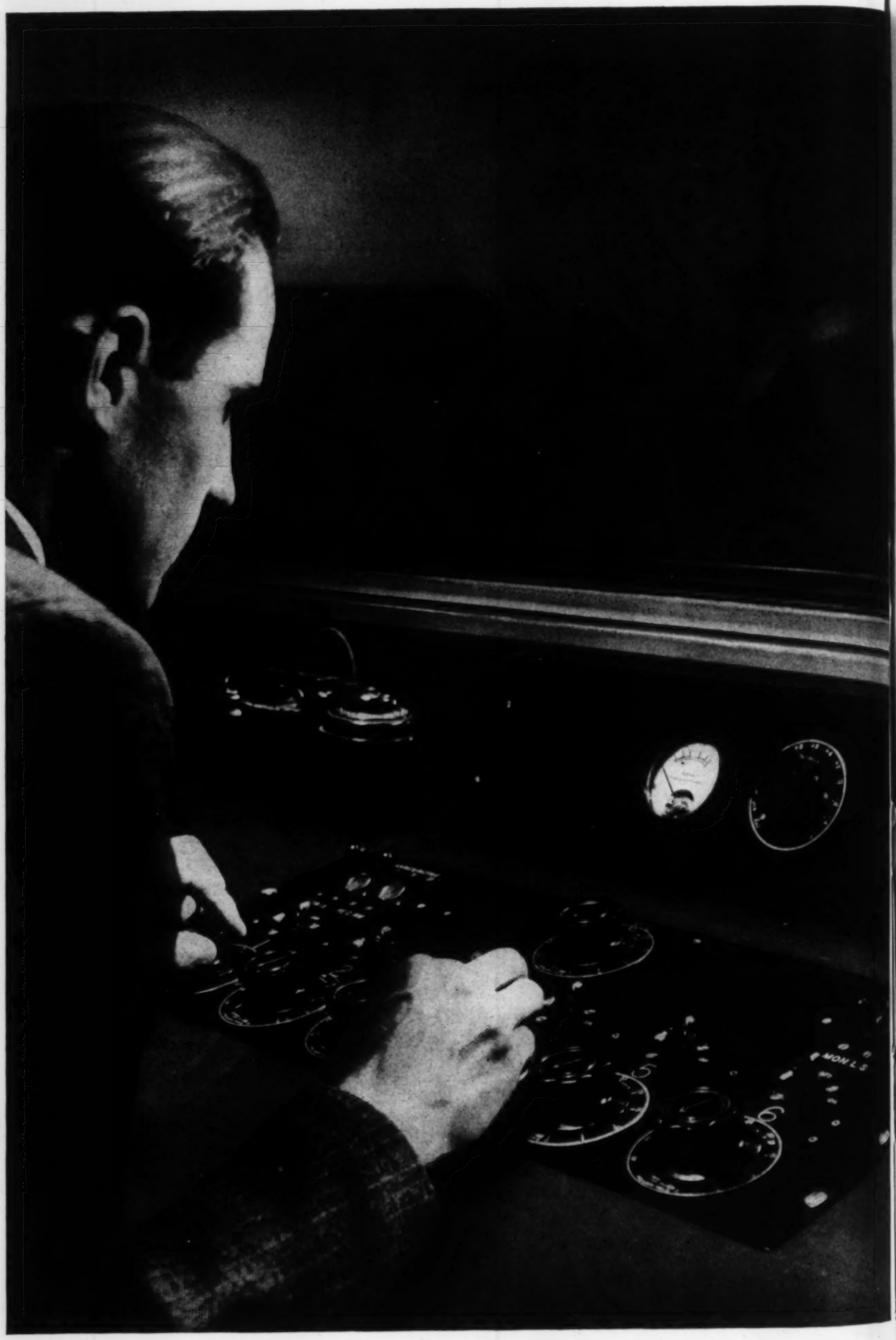
580 K. C. : 1000--500 WATTS

Charleston, W. Va.

THE NEW INDUSTRIAL EMPIRE OF THE WORLD

SUBSCRIBERS

ALABAMA	
WSGN	Birmingham
WMFO	Decatur
ARIZONA	
KOY	Phoenix
ARKANSAS	
KUOA	Fayetteville
KFPW	Ft. Smith
CALIFORNIA	
KPMC	Bakersfield
KIEM	Eureka
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
COLORADO	
KFEL	Denver
KGHF	Pueblo
KFKA	Greeley
CONNECTICUT	
WTIC	Hartford
WELI	New Haven
DISTRICT OF COLUMBIA	
WJSV	Washington
FLORIDA	
WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach
GEORGIA	
WTFI	Athens
WGST	Atlanta
WRDW	Augusta
WMAZ	Macon
IDAHO	
KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston
ILLINOIS	
WGN	Chicago
WJBL	Decatur
WTAX	Springfield
INDIANA	
WTRC	Elkhart
WLBC	Muncie
IOWA	
WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KANSAS	
KFBI	Abilene
KIUL	Garden City
KVGB	Great Bend
KWBG	Hutchinson
KENTUCKY	
WLAP	Lexington
LOUISIANA	
WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport
MAINE	
WCSH	Portland
MARYLAND	
WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick
MASSACHUSETTS	
WEEI	Boston
WCOP	Boston
WTAG	Worcester
MICHIGAN	
WHDF	Calumet
WJR	Detroit
MINNESOTA	
WEBC	Duluth
KROC	Rochester
KSTP	St. Paul
MISSISSIPPI	
WAML	Laurel
WQBC	Vicksburg
MISSOURI	
KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield
NEBRASKA	
KFAB	Lincoln
KOIL	Omaha
NEW MEXICO	
KGGM	Albuquerque
KRQA	Santa Fe
NEW YORK	
WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse
NORTH CAROLINA	
WBIG	Greensboro
NORTH DAKOTA	
KLPM	Minot
OHIO	
WJW	Akron
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown



C O N T R O L

● No advertising medium in use today provides the advertiser and his agent with such a high degree of control as electrical transcriptions produced and distributed through the facilities of World Broadcasting System.

"Control"—at Transcription Headquarters—is provided at every step of the job. The program itself is directed in the world's finest recording studios where the advertiser conveniently controls production. The recording process is under the absolute control of veteran sound engineers, working with full benefit of the most advanced system of precision equipment. The completed transcriptions, with quality and character unimpaired, are heard before shipping, so that the advertiser actually reads proof of every program, before it is broadcast! The distribution facilities of World Broadcasting System insure the advertiser that his program will be at the radio stations of his choice, and will go on the air, ON TIME.

For highest program quality, 365 stations, more than two-thirds of all U. S. outlets, are specially equipped to reproduce the famous Wide Range Vertical recordings produced exclusively by World—another instance of the thorough control exercised by this System.

TO ADVERTISING AGENCIES

World's complete, centralized service for SELECTIVE BROADCASTING gives you perfect control of all details in the placement and operation of your campaigns, Program, "commercials," choice of markets and stations, broadcast schedules—all are handled exactly as you and your client wish. You can assure him that every step is "under control," and that the entire campaign will be carried out as ordered. No other organization in radio can offer the same guaranteed control of operations that has earned World Broadcasting System its present position of leadership.

WORLD BROADCASTING SYSTEM

711 Fifth Avenue • New York

ATLANTA - CHICAGO - LOS ANGELES - SAN FRANCISCO - WASHINGTON

WBS

SUBSCRIBERS

OKLAHOMA

KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa

OREGON

KFJI	Klamath Falls
KOIN	Portland

PENNSYLVANIA

WCBA	Allentown
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WGBI	Scranton

RHODE ISLAND

WJAR	Providence

SOUTH CAROLINA

WCSC	Charleston
WIS	Columbia

SOUTH DAKOTA

KABR	Aberdeen

TENNESSEE

WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville

TEXAS

KGNC	Amarillo
KFDM	Beaumont
KGFI	Corpus Christi
WBAP	Ft. Worth
KTSM	El Paso
KXYZ	Houston
KFRO	Longview
KRLH	Midland
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls

UTAH

KDYL	Salt Lake City

VERMONT

WCAX	Burlington
WNBX	Springfield

VIRGINIA

WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke

WASHINGTON

KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima

WEST VIRGINIA

WHIS	Bluefield

WISCONSIN

WEAU	Eau Claire
WHBY	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WSAU	Wausau

WYOMING

KDFN	Casper
KWYO	Sheridan

HAWAII

KGMB	Honolulu

CANADA

Alberta

CFAC	Calgary
CJCA	Edmonton

British Columbia

CJAT	Trail
CKWX	Vancouver

Manitoba

CJRC	Winnipeg

New Brunswick

CHSJ	St. Johns
CKCW	Moncton

Nova Scotia

CHNS	Halifax

Ontario

CKPC	Brantford
CKCL	Toronto
CKLW	Windsor

Province of Quebec

CKAC	Montreal
CKCV	Quebec

Saskatchewan

CJRM	Regina

FOREIGN

Australia

5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sidney

New Zealand

1 ZB	Auckland
2 ZB	Wellington

France

Radio-Toulouse	Paris

Mexico

XEW	Mexico City

Union of South Africa

South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

XUM

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Chicago Again

IT'S CHICAGO in June for the NAB convention. We think it a happy choice. We are particularly gratified over the time because we led with our editorial chin a few months back by advocating that delightful month, normally neither too hot nor too breezy. Moreover, June is about the ideal month in a business way for most keepers of the kilocycles. However, we believe it would be a good idea in the future to select the convention time and date more than a mere two months in advance, to permit all concerned to clear their decks in ample time and to avoid conflicts with other conventions in which radio folk are interested.

The Copyright Front

THERE'S lots of activity these days on the copyright front. It is a most hopeful sign. With things perking as they are, and with repercussions of a sweeping nature within ASCAP itself, there are presented opportunities for an approach to a solution of the most persistently bothersome—and expensive—problem that confronts American Broadcasting.

Whether all of the legislative moves against copyright combines will hold water legally is not the question. Enactment of state copyright measures in two states, introduction of a sweeping bill in the Senate, the progress made by the NAB in its public domain library, and revival of interest in the government anti-trust suit against ASCAP have converged at a time to be employed to great advantage. 1940 isn't far off, and at that time all present ASCAP contracts with stations are up for renewal. Now is the time to lay the groundwork for those renewal negotiations, so that broadcasters will be in a position to bargain competitively and fairly for the price they pay for music.

The fact that ASCAP is doing some large-scale reshuffling within its executive structure is an admission by it that something has gone berserk and that it is worried. E. Claude Mills becomes chairman of its executive committee after a long and highly successful tenure (from ASCAP's standpoint) as general manager. He relinquishes the latter post to John G. Paine, chairman of MPPA, blood kin to ASCAP. The men are opposite types. Mr. Mills, charming of manner but quick-thinking, and two-fisted, has always managed to keep a fight going, and in a professional way has been rapped by his radio adversaries, even though they held him in high regard personally.

Mr. Mills' successor along Tin Pan Alley is regarded as a diplomat of high calibre. In a tumultuous industry, he is described as one who loves peace and who is a contemplative, soft-spoken individual. Perhaps the revised ASCAP setup is designed to inaugurate a new era of good feeling in copyright negotiations, and substitute a business basis for the battle of briefs and innuendoes and mud-slinging of the past.

Broadcasters are anxious for copyright peace. They are willing to pay a fair price for music, but they want the privilege of bargaining for it. Now, by virtue of the law and of ASCAP tactics, they are forced to pay what ASCAP arbitrarily dictates, and that has been practically all that the traffic would bear.

Hatching Television Eggs

THE FACT that RCA has taken an order for television equipment from CBS, which will install its experimental transmitter atop the Chrysler Building in New York, would at first blush indicate that television's elusive corner is about to be turned. As a matter of fact, CBS, like RCA-NBC, intends to conduct exhaustive tests along the same lines as those of RCA from the Empire State Tower and with much the same equipment. Neither network really knows when television will be ready for the public locally in New York, where it will most likely get its American start.

On the other hand, the sale of RCA equipment to CBS is significant to the broadcast advertising industry for several reasons. First, it shows that RCA has no intention because of its technical advantages, of "hogging" television for its network subsidiary, which means that it will undoubtedly sell or license apparatus freely to all comers (meaning all licensed broadcasters wanting it) when television is ready. In the meantime, it is conducting the laboratory and field research at enormous expense—an expense which no single broadcaster could conceivably bear.

That RCA has a preeminent place in television development so far seems to be borne out by the fact that the British have officially adopted the Marconi-EMI system as against all others, a system which is virtually a counterpart of RCA's, and also by the fact that the Russian government has ordered complete television transmitting and receiving apparatus from RCA. All who saw the 343-line demonstrations in Radio City last winter were deeply impressed; it is said the new 441-line images are even better, aside from being bigger.

The second significant point about RCA's television development to the broadcast advertising field is the attention already being paid to programming as well as technical problems. All this is with a view toward sponsored rather than any other kind of support for the television system which inevitably will be established as a private enterprise. With Mr. Sarnoff's conclusion which follows, we are in hearty accord: "Before sponsors can be interested in supporting television programs, it is necessary to provide a seeing as well as a hearing audience; and here we have the age-old question of what comes first, the chicken or the egg. Nevertheless, it is my firm conviction that one day we shall have both the chicken and the egg and that television ultimately will be established in the United States by private enterprise on a practical basis of free service to the home."

The RADIO BOOK SHELF

WITH a preface by Guglielmo Marconi, who read its proofs, the first biography in English of the noted Italian inventor of wireless, *Marconi: The Man and His Wireless*, was published this month (The MacMillan Co., New York, $3.50). Author of the volume, which is completely indexed so as to furnish a ready reference for historical purposes, is Orrin E. Dunlap Jr., radio editor of the *New York Times*. The 360-page volume is devoted not only to the life story of the great inventor, but builds its romance out of his technical and commercial accomplishments as well as his personality and his genius. Mr. Dunlap delved deeply to get his material—going into historical files, having personal interviews with Senatore Marconi and securing early life data from old residents of Bolognia, Marconi's birthplace, through Dr. Max Jordan, Central European representative of NBC, who is an able linguist and journalist. This book is one of the most important contributions to radio lore in recent years.

TRICKS of the advertising trade are listed, explained, and illustrated in *Showmanship in Business* by Kenneth M. Goode and M. Zenn Kaufman, business consultants, recently published by Harper & Brothers, New York. Hundreds of examples of business successes are held up to clarify the elements of showmanship; interesting phases of publicity and the value of sales contests are developed fully; and a fact that makes the book good reading has been the refusal of its authors to accept the dogma of dullness usually inherent in scientific analyses of business.

CONTAINING the complete roster of the membership of the Institute of Radio Engineers of record as of Feb. 27, 1937, including their present connections and addresses, the *1937 Yearbook* of the IRE was issued early in April from IRE, New York, headquarters.

We Pay Our Respects To —

GERALD KING

FLIP BACK the pages of memory to the winter of 1922. Visualize a young insurance man invited over to a friend's house for the evening, sitting enraptured before a home-made wireless set in which navy tubes and a spider-web coil did the work. Over the earphones came a faint signal. The call was WDAP, Chicago, 450 miles away.

The next day that same insurance man was winding a spider-web coil of his own. A month later he had quit the insurance business to go into radio, starting as salesman for crystal sets and headphones in a Kansas City retail store.

That was Gerald King, destined to become one of the Pacific Coast's leading radio lights and today president of Standard Radio Inc., transcription concern. Practically everyone knows him simply as "Jerry".

Jerry King continued in the retail end of radio during those "fad" days of 1922 and 1923 while a radio compatriot, Leo Fitzpatrick, was in the same town making himself, his station (WDAF) and the Coon-Sanders orchestra famous as the *Kansas City Nighthawks*. Jerry even took a fling at broadcasting, making his debut before the mike by announcing stock market reports over WOQ, then in Kansas City.

Jerry King's story begins Nov. 11, 1899, in a small Iowa town. His family moved to Kansas City where he completed high school. After spending two years at the State University at Columbia, Mo., he left college and the radio episode followed shortly thereafter.

It was in 1923 that Jerry King, then a lad of 24, decided to trek westward. In Los Angeles, he became acquainted with Cornelius Vanderbilt Jr., then publishing a tabloid paper, and talked him into a job as radio editor of the *Daily News*. It was the first radio column on the Coast. Until 1926, young King held that position. Then Jack Warner, vice-president of Warner Bros., motion picture producers, called him in and offered him a job on KFWB, Warner-owned station in Los Angeles. He was employed to do some publicity on various stunts to help make the station known. Thus, as "special events director", he probably antedated almost every other similar effort by stations by at least five years.

It was less than a year later that Jack Warner offered Jerry the job as manager of KFWB. For a decade thereafter, he held the post. The station made rapid strides, though independent of network affiliation. Under his guidance, many radio stars were developed and Jerry became known as one of the best judges of radio talent in the country.

From KFWB during his tenure the Boswell Sisters rose to fame and fortune. Leon Belasco and Russ Columbo played fiddle together in the studio orchestra and Xavier Cugat directed a tango band. Donald Novis, Vera Van, the King's Men, Charlie Hamp and scores of others passed through the KFWB portals during their neophyte years. Unknown writers were taken on and developed for good paying jobs in the movies and in radio. Announcers and producers moved up and on. From the time it was formed until Jerry left KFWB, he was the head of the Los Angeles Association of Broadcasters. During that time he was active in industry affairs and usually could be depended upon to get into the middle of heavy discussions during NAB conventions.

Now the story comes out that Jerry King tried to sell Warner Bros. the idea of getting into radio on a big scale, either by setting up a network or by buying or leasing stations. The recommendation was not followed, although Warner Bros. through subsidiary operations apparently is now belatedly attempting to do the same thing.

It was in 1933 that Jerry King, from his operation of an independent station, realized the need of some better form of recorded music for radio use than phonograph records. Of course, other companies already were in the transcription field but he saw in it an opportunity for even greater development. He formed Standard Radio. For a year and a half he tested his theories and then in 1935 brought forth the Standard Program Library, the second unit of its kind in the field, World Broadcasting System having pioneered this field of transcription service. Today Standard is a substantial entity in radio, being headed by Jerry King, who operates from Los Angeles where he supervises general production, and Milton M. Blink, bright young Chicago business man, who joined Mr. King as a partner several years ago. Last year Jerry decided to leave Warner Bros. and the management of KFWB, after the station had moved into entirely new quarters planned under his management. He now devotes his full time to Standard Radio.

Athletic appearing, Jerry keeps fit by golf and regular exercise. He likes to swim and play tennis, too. His chief hobbies are music and literature. He is married and has two children.

PERSONAL NOTES

PAUL W. WHITE, director of public affairs of CBS, was married to Mrs. Sue Taylor Hammond, radio actress and dramatist, in Clarendon, Va., on March 30. Mr. and Mrs. White sailed on the *S.S. Georgic* on April 13 for England, where Mr. White will supervise the CBS broadcasts of the Coronation.

SLOCUM CHAPIN, assistant sales promotion manager in charge of publicity for WBS, New York, has resigned to take charge of transcription time sales for WOC, Davenport. Mr. Chapin, who was formerly a principal in Broadcast Builders Corp., radio agency in Hanover, was to assume his new duties April 15.

HOWARD J. PERRY, former manager of WQXR, New York City, and at one time on the staff of KGW, Portland, has been appointed commercial manager of WTAG, Worcester. He will act as assistant to Jack Storey, manager. Mr. Perry formerly was with the Scripps-Howard and McFadden publications.

ROBERT W. FRIEDHEIM, formerly assistant manager of WMBH, Joplin, Mo., has joined the sales promotion staff of NBC transcription department. Raymond E. Sollars, former continuity editor of WMBH, has been named assistant manager.

GEORGE M. BURBACH Jr. has been transferred to the NBC sales department as assistant to Victor van der Linde, sales counsel, after having served for two years under J. V. McConnell, assistant to the sales vice-president. Mr. McConnell, on leave for nearly four months, is expected to return May 15. Mr. Burbach is the son of the advertising manager of the *St. Louis Post-Dispatch*, who also directs its station KSD.

ALFRED J. McCOSKER, president of WOR and chairman of the Mutual Broadcasting System, was guest of honor at a reception April 8 following the initial broadcast of *Music & You* conducted by the board of the National Music League at the Beethoven Association in New York.

HORACE L. LOHNES, Washington attorney, and Mrs. Lohnes became the parents of a 5 lb. 11 ounce daughter, Roberta Lee, on March 26.

TOM BROOKS, radio editor of the *New York Journal* and a candidate for the FCC secretaryship, and Mrs. Brooks became the parents of an eight-pound son, born April 4.

ELMER D. PETERSON formerly representative for radio sales of CBS, has been appointed station manager of KOL, Seattle.

LEO B. TYSON, manager of KMPC, Beverly Hills, Cal., was recently appointed vice-chairman of the radio department of the Los Angeles Advertising Club, of which he was formerly a director. Sydney Dixon, NBC western division assistant sales manager in Hollywood, is radio departmental chairman.

ROLAND WEEKS has been promoted from the sales department of WROL, Knoxville, Tenn., to commercial managership.

DON BLAIR, formerly of KVOO, Tulsa, has been appointed commercial manager of KBIX, Muskogee, Okla.

STEPHEN R. RINTOUL, president of Rintoul-Stiepock Inc., New York, and Mrs. Rintoul, became the parents of a son, their fourth child, born March 27.

EMMONS CARLSON, NBC central division sales promotion manager, was in Hollywood early in April. Accompanying him from Chicago were Carl Wester, NBC sales representative, with Mrs. Wester and Irna Phillips, author of *Today's Children* and *Guiding Light*, network features.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, had a tonsil operation April 3. He has returned to his office.

MADELINE BRENNAN, formerly a feature writer for *Judge* and previously a reporter on the *New York Journal*, has joined the sales promotion staff of WOR, Newark, as a staff writer and assistant to Joseph Creamer, sales promotion manager of the station.

LEON STONE, formerly at WIRE, Indianapolis, has been added to the sales staff of WJJD, Chicago.

BERT VAN CLEVE, formerly of Salt Lake City and widely known in Pacific Coast radio and advertising circles, has been appointed to the commercial staff of KJBS, San Francisco.

E. P. FRANKLIN has been named general operations director of KJBS, San Francisco, combining the supervision of commercial, production and personnel departments. Wallace A. Gade replaces Franklin as program director.

N. FRANK ALBERT, owner of a network of broadcasting stations in Australia, was a recent visitor to San Francisco, accompanied by Mrs. Albert. From San Francisco, they will travel to New York and from there to the Coronation ceremonies in England.

C. R. HAMPTON, formerly of KFRC, San Francisco, has been added to the sales staff of KYA, Hearst station in that city.

LOREN A. HANEY, auditor of WKBZ, Muskegon, Mich., has announced his marriage Dec. 27, 1936 to Miss Mildred Engle.

FRANCES EGGER, formerly with WINS, New York, has joined the staff of WHN, New York, as an assistant in the sales department.

JAMES TURNER, formerly of WBNY, Buffalo, has joined the sales staff of WHBQ Memphis.

Albert Aide to Damm

UPON his recent return from a 5,000-mile inspection trip of radio station operation in the east and south, Donald Albert, of the *Milwaukee Journal*, was appointed assistant to the manager of WTMJ, Walter Damm. During his six-week's tour, he visited 40 stations from Milwaukee to Boston to Miami. Prior to his appointment, Albert was active in sales promotion work for the *Journal*.

SOUTHERN SEGMENT IN MUTUAL SOUGHT

POSSIBLE expansion of Mutual Broadcasting System from Richmond to Atlanta, picking up perhaps a dozen stations en route, is being discussed by broadcasters in that area and plans are under way for a meeting with Mutual executives.

It is reported that negotiations are going forward with Fred Weber, general manager of Mutual, for a meeting in Charlotte on April 15 to be attended by station managers in the area. Virgil Evans, of WSPA, Spartanburg, is understood to be the prime mover in the effort.

Mr. Weber explained April 9 that he was meeting with the stations at the request of Mr. Evans. He said his understanding was that all stations not now having a network affiliation south of Richmond have been invited to the meeting.

Mutual also has had in mind plans of extending the Pacific Coast segment through Don Lee to the Pacific Northwest. More than likely, Mr. Weber said, these plans would be held in abeyance, until next fall.

Three Buy UP

KCMO, Kansas City, and KWTO and KGBX, Springfield, Mo., have signed five-year contracts with United Press for its news service, it was announced April 1 by Lester E. Cox, general manager. The service in Kansas City starts in April and the Springfield service will begin in June.

Script Teaser

Miss Burns

AT KLZ, Denver, they call Patricia Burns the "Script Teaser" because "she can write as many clever take-offs as anyone in the business." Miss Kidder explains her technique as follows: "It's the first take-off that's hard. After that, one thing seems to go after another very easily."

Venereal Taboo Lifted

THE long-standing taboo against the mention of venereal diseases on the air, recently broken down by WCAU, Philadelphia, and WOL, Washington, among others, has been lifted in Los Angeles also with the inauguration of a new series backing the local anti-syphilis drive over KFI and KECA. Programs are backed by the American Medical Association and the U. S. Health Service, with the stations having the active collaboration of the Los Angeles County Medical Association whose secretary, S. K. Cochems, is commentator. The talks are heard on KFI Saturdays at 9:15 a. m. and on KECA Thursdays at 10:45 a. m. The talks are framed to avoid offending listeners yet deal frankly with the dangers of the disease while avoiding the use of the word syphilis so far as possible.

WLW Not to Compete With Nets in Eastern Tieups, Says Crosley

WLW has no intention of starting another broadcasting network, competitive with the existing systems by virtue of the tying up of the 500,000-watter with stations in New York, Philadelphia and Pittsburgh, according to Powel Crosley Jr., president of Crosley Radio Corp.

In his report to the annual meeting of the corporation, made public April 2, Mr. Crosley declared broadcasting activities of the company were going along with steadily increasing volume. He referred to the arrangements to operate a New York studio with direct wire connections between New York and Cincinnati to enable the stations to render "better service to national advertisers." In this hookup are WHN, New York, with KQV, Pittsburgh, and WFIL, Philadelphia, as intermediate points.

"We will be able to sell test programs to advertisers to test the New York market and the market covered by WLW," he said. "We will be able to pick up sustaining programs in New York and secure artists who gravitate to that city. These operations, we believe, will be self-sustaining in a very short time.

"Our wires, coming through Pittsburgh and Philadelphia, stations there can be tied into WLW. We are not starting this with the idea of being another network competitive with other national systems such as National and Mutual, both of which do a great deal of business with us."

AND WHAT WILL M'SIEU HAVE TODAY?

Even though we're 1200 miles from salt water, lots of North Dakota families are more intimately acquainted with lobster thermidor than are thousands of people in Greater New York . . . Also with two-car garages, toothpaste, and such. That's because our farming is big business instead of subsistence scratching. And that's why WDAY is so successful for both "city-folk" and "country-jake" types of products!

WDAY, INC.

N. B. C.

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

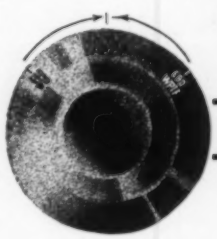
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

GADGET ACCEPTANCE

in the Carolinas

The vast cotton-tobacco area of the two Carolinas offers a rich, open-minded market for everything from staples to gadgets. The Carolina Combination, WIS and WPTF, sold at one low rate, intensely covers this area and is the doubly potent medium for quick, satisfying sales results.



The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS
NBC

WPTF
RALEIGH, N. C.
5000 WATTS
NBC

Represented by Free & Peters, Inc.

Rising to NEW HEIGHTS IN LEADERSHIP

BLAW-KNOX Radio Towers were in use long before the first page was written in the history of radio broadcasting. Today, as in the very beginning, radio engineers specify Blaw-Knox Antennas for utmost efficiency.

BLAW-KNOX CO.
2038 Farmers Bank Bldg.
Pittsburgh, Pa.

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA.... IT WILL PAY YOU TO CONSULT BLAW-KNOX

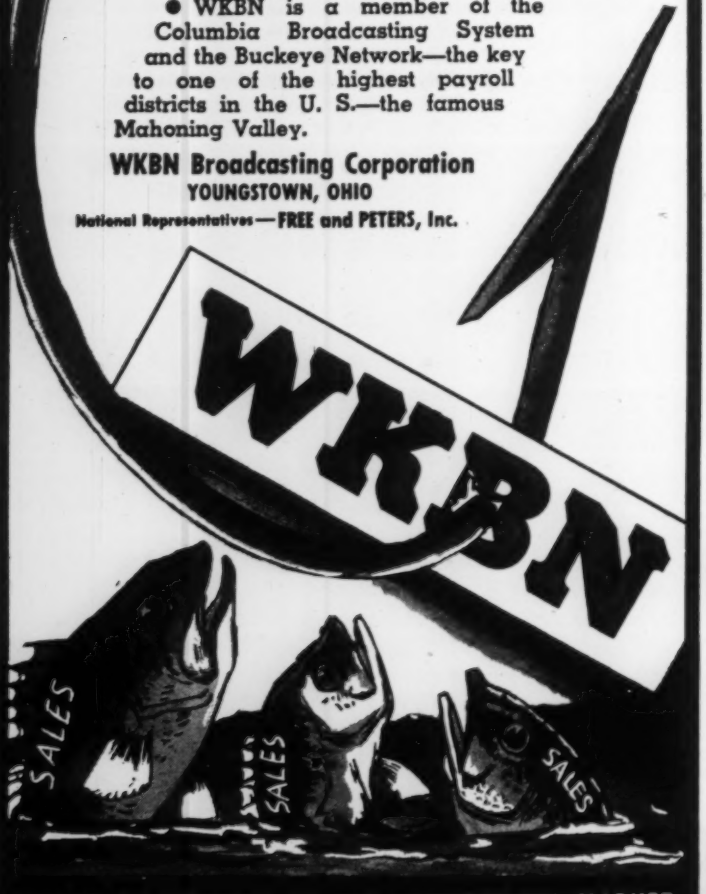
BLAW-KNOX VERTICAL RADIATORS

FISHING
with the Right Bait... in the Youngstown Market

● Are they biting? Listen to this! » » » Youngstown LED THE NATION in February with the largest increase in retail credit sales » » » 900,000 prosperous prospects ready, willing and able to spend—and how! » » » WKBN lies right in the center of this prosperous market—and is popular as payday—because good programs come in strong, clear and undistorted.

● WKBN is a member of the Columbia Broadcasting System and the Buckeye Network—the key to one of the highest payroll districts in the U. S.—the famous Mahoning Valley.

WKBN Broadcasting Corporation
YOUNGSTOWN, OHIO
National Representatives—FREE and PETERS, Inc.



RELIABLE RECEPTION IN THE YOUNGSTOWN MARKET

North American Channel Shifts

(*Continued from page 20*)

the bulk of the duplication on the clear channels obviously will occur among nations other than the United States. This country, however, unquestionably will duplicate on Class B and C channels to accomodate stations already on the air and in what might be described as equivalent categories.

How Class A channels will be divided, of course, will remain conjectural until the November sessions. The fact that the 1500-1600 kc. band, used for so-called "high-fidelity" broadcasting in this country, will be opened for regional service, tends to complicate this problem somewhat.

During the March sessions no consideration was given to specific frequencies and how they are to be classed. In the United States the bands 1530, 1550, and 1570 kc. already are being used for regional high-fidelity stations. With the separation on these channels made the same as in the regular broadcast band, seven additional 10 kc. channels become available for allocation to stations on a regional basis.

Forfeiture Plan

It is possible that, in order to open Class A assignments for Mexico and possibly Cuba, some of the existing 40 clear channels on the books in this country will be shifted. In such contingency, the situation would arise whereby certain channels in the clear band would be moved up, and stations on them given new assignments to open a block of channels. East-West Coast duplication of stations on a time-sharing basis, or some such other alternative, might be resorted to for that purpose.

There was discussion in Havana of a penalty clause under the treaty arrangement whereby nations not taking full advantage of their allocated facilities would forfeit them. This conversation centered around a three-year term, within which period the signatory nations would be required to take maximum advantage of their facilities or relinquish those not so used to the other nations.

The Pan-American conference will deal in terms of a five-year treaty, presumably to run concurrently with the International Telecommunications Treaty, which functions on a five-year basis. The next international conference begins in Cairo, Egypt, February 1, 1938, and the Pan-American sessions are in the nature of an inter-American preparatory conference wherein this continent will be in a position to present a united front on all important issues, short waves as well as basic broadcasting.

Comdr. Craven resumed drafting of his economics report on allocations shortly after his return from Havana. This report will be submitted to the Broadcast Division and supplement the Craven-Ring technical allocations report submitted last January. The Broadcast Division had been holding up consideration of the technical report until it received the economic supplement, which, among other things, is expected to propose creation within the FCC Engineering Department of an Economics Section which would draft findings of market, financial and other data in connection with broadcast applications, to supplement engineering and legal recommendations.

SECRETARY OF FCC SOON TO BE NAMED

SELECTION of a secretary of the FCC to fill a post which has been vacant for exactly a year is expected this month, with the appointment to be made from a list of a half-dozen active candidates.

Robert I. (Bob) Berger, now serving as radio director of the Democratic National Committee in Washington and the New York radio director during the last campaign, is understood to bear strongest administration endorsement. The appointment, however, is made by the FCC itself under the law, and may come at the next en banc meeting, scheduled tentatively for April 15.

Among others whose names are before the FCC for the $7,500 non-civil service post are E. Willard Jensen, secretary of the Business Advisory Council, Department of Commerce; Thomas A. Brooks Jr., radio editor of the *New York Journal;* John Carson, former Washington newspaperman and secretary to the late Senator Couzens of Michigan, and Joseph E. Keller, secretary to Commissioner Thad H. Brown, vice-chairman of the FCC telephone division.

John B. Reynolds, assistant FCC secretary, has been acting secretary of the FCC since the resignation effective April 30, last year, of Herbert L. Pettey, now associate director of WHN, New York. While not a candidate for the secretaryship, Mr. Reynolds has been strongly endorsed within industry circles on a "merit appointment" basis.

GEORGE HIGGINS, head of the sports department of WTCN, Minneapolis, now on a three-week tour of baseball camps recently was appointed one of 12 regular Big Ten basketball officials for next year.

THE DAILY HABIT OF OVER ONE HALF MILLION PEOPLE

In a territory not covered by national chains . . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details. . . "Now affiliated with Columbia Broadcasting System."

JAMES A. WAGNER, *Manager-Director*

WTAQ
GREEN BAY · WISCONSIN

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

THE FINAL STORY IN PHILADELPHIA

FROM ROSS FEDERAL SURVEY

LISTENING HABITS IN PHILADELPHIA

18,840 COMPLETED CALLS

Ross Federal Research Corporation has completed the MOST EXTENSIVE and ACCURATE coincidental telephone survey of radio listener preference ever conducted in Metropolitan Philadelphia and adjoining markets, from February 9th to 15th inclusive. 18,840 Completed Calls were made between 7 a. m. and 10 p. m. The results:

	DATE	WFIL	WCAU	KYW	WJZ	WIP	WDAS WPEN WRAX	WOR	WEAF	ALL OTHER STATIONS	TOTAL
7 to 12 NOON Morning	Feb. 9	% 24.82	% 27.74	% 21.17	% 10.22	% 3.65	% 1.46	% 2.19	% 2.19	% 6.56	% 100
	10	18.52	31.48	22.22	14.81	7.41	0.00	5.56	0.00	0.00	100
	11	26.83	34.14	26.83	12.20	0.00	0.00	0.00	0.00	0.00	100
	12	13.51	35.14	40.54	5.41	2.70	2.70	0.00	0.00	0.00	100
	13	18.75	37.50	12.50	12.50	6.25	6.25	0.00	0.00	6.25	100
	14	18.33	48.33	16.67	6.67	0.00	3.33	5.00	0.00	1.67	100
	15	33.33	28.57	23.81	14.29	0.00	0.00	0.00	0.00	0.00	100
Total		22.13	33.61	22.96	10.38	3.00	1.64	2.46	.82	3.00	100
12 to 6 P. M. Afternoon	Feb. 9	% 21.60	% 24.25	% 26.58	% 7.97	% 4.65	% 6.65	% 3.32	% .66	% 4.32	% 100
	10	23.66	36.56	23.66	4.30	5.91	.54	2.69	1.08	1.60	100
	11	20.91	23.64	31.82	10.00	6.36	.91	1.82	0.00	4.54	100
	12	4.00	21.33	37.33	10.67	0.00	18.67	1.33	1.33	5.34	100
	13	47.62	15.65	12.93	14.97	2.72	4.08	1.36	0.00	.67	100
	14	32.78	25.56	22.22	8.33	3.89	1.67	4.44	0.00	1.11	100
	15	28.04	18.69	34.58	3.74	1.87	9.35	2.80	.93	0.00	100
Total		26.58	24.59	25.59	8.32	4.07	4.97	2.80	.54	2.54	100
6 to 10 P. M. Evening	Feb. 9	% 26.32	% 33.45	% 21.14	% 8.39	% 2.23	% 2.50	% 2.41	% .62	% 2.94	% 100
	10	18.23	29.86	30.21	7.12	4.69	2.95	2.26	.17	4.51	100
	11	18.22	30.80	30.15	9.33	3.04	3.04	1.95	.65	2.82	100
	12	22.60	35.58	19.95	9.37	3.85	2.64	2.16	.96	2.89	100
	13	34.09	25.65	20.13	9.42	5.19	3.25	.65	.32	1.30	100
	14	23.38	45.78	17.21	7.79	1.30	.81	.97	0.00	2.76	100
	15	23.17	43.38	15.51	12.37	1.39	1.22	1.22	.35	1.39	100
Total		23.58	35.54	21.86	8.96	2.80	2.26	1.79	.44	2.77	100
7 A. M. to 10 P. M. Daily Totals	Feb. 9	% 25.27	% 31.17	% 22.19	% 8.47	% 2.82	% 3.21	% 2.57	% .77	% 3.53	% 100
	10	19.49	31.50	28.19	6.99	5.15	2.20	2.57	.37	3.54	100
	11	19.28	29.74	30.23	9.64	3.43	2.45	1.80	.49	2.94	100
	12	19.32	33.52	23.86	9.28	3.22	4.92	1.89	.95	3.04	100
	13	37.79	22.93	17.62	11.25	4.46	3.61	.85	.22	1.27	100
	14	25.00	41.71	18.22	7.83	1.75	1.17	1.99	0.00	2.33	100
	15	24.22	39.17	18.66	11.11	1.42	2.42	1.42	.43	1.15	100
Total		24.08	33.23	22.67	8.93	3.07	2.76	2.04	.49	2.73	100

WFIL

560 KC.

NBC BLUE NETWORK — MUTUAL BROADCASTING SYSTEM — QUAKER STATE NETWORK

THE STATION THAT PRODUCES MORE BUSINESS FOR LESS MONEY

BUSINESS OF BROADCASTING

WMCA, New York

Madison Personal Loan Inc., New York, 49 weekly *sa*, thru Alsop Radio Recording Inc., N. Y.
Western Growers Protective Assn., San Francisco (Iceberg head lettuce), 12 *sa*, thru J. Walter Thompson Co., San Francisco.
Emerson Drug Co.,, Baltimore (Bromo-Seltzer), 300 *sa*, thru J. Walter Thompson Co., N. Y.
Vick Chemical Co., Greensboro, N. C. (Vick's Vapo-Rub and Vatronal), 13 *sa*, thru Morse International Inc., N. Y.
Procter & Gamble Co., Cincinnati (Camay), 20 *sa*, thru Pedlar & Ryan Inc., N. Y.
Bisceglia Bros., St. Helena, Cal., (Greystone wine), 13 *sp*, thru Gardner Adv. Co., N. Y.
Jonas Schainuck & Son, New York (men's clothing), 6 weekly *t*, thru Schillin Adv. Corp., N. Y.

KFI, Los Angeles

Lever Bros Co., Cambridge, Mass. (Spry) 6 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Chrysler Corp., Detroit (motor cars), 12 *ta*, thru Lee Anderson Adv. Co., Detroit.
Associated Distributors Inc., New York (face cream), weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Nehi Corp., Columbus, Ga. (beverages), weekly *t*, thru James A. Greene & Co., Atlanta, Ga.

KFRC, San Francisco

Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *t*, thru Mitchell-Faust Adv. Co., Chicago.
Carter Medicine Co., New York (Carter's little liver pills), 7 weekly *sp*, thru Street & Finney Inc., N. Y.
W. A. Sheaffer Pen Co., Fort Madison Ia. (fountain pens), 7 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

KFBK, Sacramento, Cal.

Pacific Greyhound Lines, San Francisco (bus service), weekly *t*, thru Beaumont & Hohman Inc., San Francisco.
General Foods Sales Corp., New York Certo), 60 *ta*, thru Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Cincinnati (Camay), *ta*, thru Pedlar & Ryan Inc., N. Y.

KJBS, San Francisco

Morris Plan Co., San Francisco (loans) 60 *sa*, thru Leon Livingston Adv. Agency, San Francisco.
D. Ghiradelli Co., San Francisco. (chocolates), 7 weekly *sa*, thru Erwin Wasey Adv. Co., San Francisco.
New Century Beverage Co., San Francisco (soft drinks), weekly *t*, thru Ernest R. Ham Adv. Agency, San Francisco.

KSFO, San Francisco

Strasska Laboratories Inc., Los Angeles (Dr. Strasska's toothpaste) weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Gas Appliance Society of Cal., (gas ranges), 21 weekly *sa*, thru Jean Scott Frickleton Agency, San Francisco.

KYA, San Francisco

H. Sutliff Tobacco Co., San Francisco (Heine's blend pipe tobacco), 2 weekly *sp*, thru Lyon Adv. Agency, San Francisco.
Chamberlain Laboratories Inc., Des Moines (hand lotion) 3 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

KFRU, Columbia, Mo.

Fairbanks-Morse Co., Chicago (industrial equipment, etc.), 6 weekly *sa*, direct.
General Grocer Co., St. Louis (Cobcut corn, Manhattan coffee), 6 weekly *sa*, thru Ridgway Co., St. Louis.
Montgomery Ward & Co., Chicago (retail), 5 weekly *t*, thru Ferry-Hanly Co., Kansas City.
National Weeklies Inc., Chicago (Mother's Home Life magazine), 6 weekly *sa*, thru Albert Kircher Co., Chicago.
Spear Brand Milling Corp., Kansas City (feed), 6 weekly *sa*, thru Jerome G. Galvin Adv. Co., Kansas City.

WBT, Charlotte, N. C.

Bayer-Semesan Co., Wilmington, Del. (fabrics), 6 weekly *sa*, thru Thompson-Koch Co., Cincinnati.
Vick Chemical Co., New York, 7 weekly *sa*, thru Morse International, N. Y.
Tomlinson of High Point, High Point, N. C. (furniture), 5 *sa*, thru Gottschaldt-Humphrey Inc., Atlanta.

WBAX, Wilkes-Barre, Pa.

Procter & Gamble Co., Cincinnati (Lava), 104 *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
P. J. Ritter Co., Bridgeton, N. J. (beans, catsup), daily *t*, thru Geare-Marston Inc., Philadelphia.

WFIL, Philadelphia

Quaker Oats Co., Chicago (Muffets), 48 *sa*, thru Arthur Kudner Inc., N. Y.
Bachman Chocolate Mfg. Co., New York, 6 weekly *sp* (baseball scores), thru E. W. Hellwig Co., N. Y.

WJZ, New York

Wright Co., Old Bridge, N. J. (soil conditioners), weekly *sp*, thru H. B. LeQuatte Inc., N. Y.

WOR, Newark

Justrite Co., Milwaukee (bird seed), weekly *sp*, thru Hoffman & York, Milwaukee.
Drums Inc., Detroit (cleaner), 3 weekly *t*, thru C. C. Winningham Inc., Detroit.
General Foods Corp., New York (Swans Down cake flour and Minute Tapioca), 2 *sp*, thru Young & Rubicam Inc., Newark.
Elin Inc., Newark (home appliances), 1 *sp* and 2 *sa* weekly, thru Scheck Adv. Agency Inc., Newark.
Wesson Oil & Snowdrift Sales Co., New Orleans (salad oil, etc.), 1 *sp*, 5 *sa* weekly, thru Calkins & Holden, N. Y.

WHK, Cleveland

Longines Wittnauer Co., New York (watches), 7 weekly *sa*, thru Arthur Rosenberg Co., N. Y.
Calco Chemical Co., Bound Brook, N. J. (Little Dutchess laundry blue), 52 *sa*, thru Ferry-Hanly Co., Kansas City.
Martin Rosenberg Wall Paper Co., Cincinnati, 52 *sa*, thru Frederic W. Ziv Inc., Cincinnati.

KEHE, Los Angeles

Drug Trade Products, Chicago (proprietary), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Bireley's Inc., Hollywood, (orangeade), 5 weekly *t*, thru Philip J. Meany Adv. Co., Los Angeles.

WQXR, New York

Oxford University Press, New York (books), weekly *sp*, direct.
Rieser Co., New York (Venida hair nets), 3 daily *sa*, direct.
Gardner Nursery Co., Osage, Ia., *t* series, thru Northwest Radio Adv. Co., Seattle.

KERN, Bakersfield

Monolith, Portland Midwest Co., Los Angeles, (building materials) 7 weekly *sa*, thru Bobb Nichols Adv. Agency, Portland.

Old Problem in New Setting

Brooklyn Times-Union

KECA, Los Angeles

Kern Food Products Inc., Los Angeles (jams & jellies), 3 weekly *sp*, thru Chas. H. Mayne Co., Los Angeles.
California Sanitary Canning Co., Los Angeles (canned food), weekly *sp*, thru Chas. H. Mayne Co., Los Angeles.
Durham-Duplex Razor Co., Jersey City (razors), 6 weekly *sa*, thru A. A. Butterworth Adv. Agency, Los Angeles.
Nu Enamel Paint Corp., Los Angeles (paints), 3 weekly *sa*, thru Advertising Arts Agency, Los Angeles.
Lever Bros. Co., Cambridge, Mass. (Spry), 5 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
McGaugh Hosiery Mills, Dallas, Tex. (hosiery), weekly *ta*, thru Stanley W. Foran Adv. Agency, Dallas.

KHJ, Los Angeles

Los Angeles Bureau of Power & Light, Los Angeles, weekly *sp*, thru Dan B. Miner Co., Los Angeles.
General Cigar Co. Inc., New York (Wm. Penn cigars), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Union Pacific System, Omaha (rail transportation), 4 weekly *ta*, thru Caples Co., Chicago.
Ironized Yeast Co., Atlanta, (yeast tablets), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KMPC, Beverly Hills, Cal.

General Paint Corp., San Francisco (paints), 3 weekly *t*, thru Walter Adv. Agency, Los Angeles.
Guaranty Union Life Insurance Co., Los Angeles (insurance), 6 weekly *sp*, thru Stodel Adv. Co., Los Angeles.
Kenny Food Products Co., Maywood, Cal. (packaged salads), 3 weekly *sa*, direct.
Maggio Bros. Co. Inc., Los Angeles (wholesale winery and fruit distributors), 30 weekly *sa*, direct.

KHBC, Hilo

Kolynos Co. Inc., New Haven, Conn. (toothpaste), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.
Anacin Co., Chicago (headache tablets), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Colgate - Palmolive - Peet Co., Jersey City, N. J. (Colgate - Palmolive soap), 7 weekly *ta*, thru Benton & Bowles Inc., N. Y.

WMFJ, Daytona Beach, Fla.

Berry Bros. Inc., Detroit (paint), weekly *t*, thru Maxon Inc., Detroit.
Central Shoe Co., St. Louis (shoes), 3 weekly *t*, placed locally.

KGNF, North Platte, Neb.

Omaha Flour Mills Co., Omaha (Omar flour), 3 weekly *sp*, direct.
Gooch Food Products Co., Lincoln, Neb. (flour, feed), 32 *sa*, thru Potts-Turnbull Adv. Co., Kansas City.

KGFW, Kearney, Neb.

Omaha Flour Mills Co., Omaha (Omar flour), 60 *ta*, thru J. Walter Thompson Co., Chicago.
Mission Inn, Riverside, Cal. (hotel), 6 weekly *sa*, *sp*, thru N. J. Newman Adv. Co., Los Angeles.

KFXJ, Grand Junction, Col.

Morey Mercantile Co., Denver (Solitaire brands), 26 *sa*, thru Ball & Davidson Inc., Denver.
Pet Milk Co., St. Louis, 2 weekly *t*, thru Gardner Adv. Co., St. Louis.

KMJ, Fresno, California

Monolith, Portland Midwest Co., Los Angeles, (building materials), 7 weekly *sa*, thru Bobb Nichols Adv. Agency, Portland.

KRKD, Los Angeles.

Japanese Rice Distributors of California, Sacramento, weekly *sp*, thru Scholts Adv. Service, Los Angeles.

KNX, Hollywood

Walker Remedy Co., Waterloo, Iowa (Walko poultry remedy), 6 weekly *sp*, thru Weston-Barnett Inc., Waterloo.

California Stucco Co., Los Angeles (stucco wash), 5 weekly *sp*, thru I. F. Wallin & Staff, Los Angeles.

Klingtite Products Co., Los Angeles (fabric adhesive), 5 weekly *sp*, thru Allied Adv. Agencies Inc., Los Angeles.

Kellogg Co., Battle Creek (cereal), weekly *sp* thru N. W. Ayer & Son Inc., N. Y.

Popular Foods Inc., Los Angeles (Congoin beverage), 4 weekly *sa*, thru R. H. Alber Co., Los Angeles.

KNX, Hollywood

Lever Bros Co., Cambridge, Mass. (Spry), 7 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Durham-Duplex Razor Co., Jersey City (razors), 7 weekly *sa*, thru A. A. Butterworth Adv. Agency, Los Angeles.

Imperial Valley Asparagus Growers Assn., El Centro, Cal. (asparagus), 5 weekly *sp*, thru Logan & Stebbins, Los Angeles.

KGMB, Honolulu

Southern Pacific Co., San Francisco (rail transportation), 7 weekly *ta*, thru Lord & Thomas, San Francisco.

Anacin Co., Chicago (headache tablets), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Colgate-Palmolive-Peet Co., Jersey City, N. J., (Colgate-Palmolive soap), 7 weekly *ta*, thru Benton & Bowles Inc., N. Y.

A. Schilling & Co., San Francisco (tea), 7 weekly *ta*, thru M. E. Harlan Adv. Agency, San Francisco.

Kolynos Co. Inc., New Haven, Conn. (toothpaste), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WNEW, New York

Madison Personal Loan Inc., New York (finance company), weekly *sp* and daily *sa*, thru Alsop Radio Recording Inc., N. Y.

Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), weekly *sa* thru McCann-Erickson Inc., N. Y.

Wholesale Radio Service Co. Inc., New York (radio service), 26 *sp*, thru Reiss Advertising Inc., N. Y.

Ironized Yeast Co., Atlanta (yeast tablets), daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Koppers Co., Brooklyn (gas and coke), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

General Mills Corp., Minneapolis (Wheaties), 6 sp, through Knox Reeves Adv. Corp., Minneapolis.

Bigelow-Sanford Carpet & Rug Co., New York (rugs), 3 weekly *sp*, thru Schillin Adv. Corp., N. Y.

Universal Air Conditioning & Refrigeration School, New York, 39 *sp*, thru Aetna Adv. Agency, N. Y.

WENR, Chicago

Hydrox Corp., Chicago (ginger ale), 5 weekly *sa*, thru H. W. Kastor & Sons, Chicago.

Bulova Watch Co., New York, daily time signals, thru Biow Co. Inc., N. Y.

Nehi Inc., Columbus, Ga. (soft drink), weekly *t*, thru James A. Greene & Co., Atlanta.

Northup-King & Co. Inc., Minneapolis (seeds), weekly *t*, thru Olmsted-Hewitt Inc., Minneapolis.

DuPont Placing Discs

E. I. Du PONT De NEMOURS & Co., Inc., Wilmington, Del. (Finishes Division, paints and varnishes), has started a series of 16 quarter-hour transcriptions on some 50 stations during the spring housecleaning and redecorating season. Recorded by WBS, the discs feature Ray Perkins, with his piano, Clarence, Gloria Miller, singer, and an orchestra. Series is titled *The Paint Parade* and is placed through BBDO, New York, on WCAU, WHAM, WBZ-WBZA, WFEA, WGN, KWK, WCCO, Minneapolis, WJR, Detroit, with stations still to be selected in Pittsburgh, Providence, Atlanta, Jacksonville, New Orleans, Houston, Nashville, and other cities.

GMAC on Don Lee

GENERAL MOTORS ACCEPTANCE Corp., New York (General Motors financing plan) on April 1 assumed sponsorship of quarter-hour Transradio news period every evening except Sunday on Don Lee network. Agency is Campbell-Ewald Co. of New York Inc.

CLOCK'S BIRTHDAY

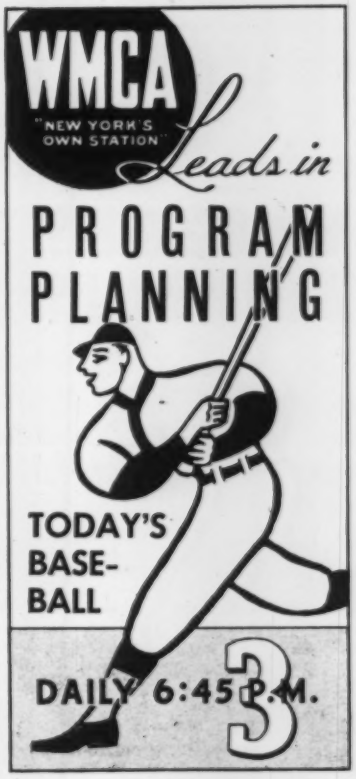
Marshall Field Celebrates Seventh Birthday

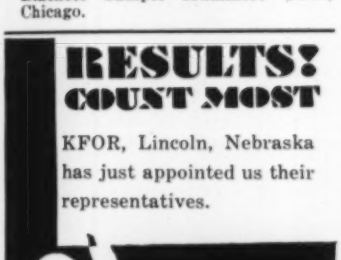
THE SEVENTH birthday of the two-hour weekday *Musical Clock* sponsored on WBBM, Chicago, by Marshall Field & Co., was celebrated April 7, marking seven consecutive years of the six-weekly program.

Starting in April, 1930, the program has assumed the status of a public service in Chicago, where it has developed a wide following during the 7-9 a. m. period, with time announcements given every five minutes. G. R. Schaeffer, Marshall Field publicity director, directs the *Clock*, which includes temperature, merchandising tips, and 30 recordings a day.

Miss Hallowe'en Martin, "Lady of the *Musical Clock*", has been arising at 5:30 each weekday morning, with the aid of three alarm clocks, to start off the program with the theme song "In a Clock Store". She has announced some 65,000 numbers in 4,400 hours of broadcasting the *Clock*. Four mornings a week a half-hour for men is included in the *Clock*. Aubrey, Moore & Wallace Inc., Chicago, is agency.

WWJ, Detroit is preparing to broadcast the opening of the trout season April 24 on the Au Sable River. Two broadcasts have been arranged, both to be carried on NBC-Red. One will be from the stream itself, with Forrest Wallace, carrying a pack set, and Jim Eberle describing the general details. The evening broadcast will be from Hinchman's Camp, about a mile from Mio, Mich.





RESULTS! COUNT MOST

KFOR, Lincoln, Nebraska has just appointed us their representatives.

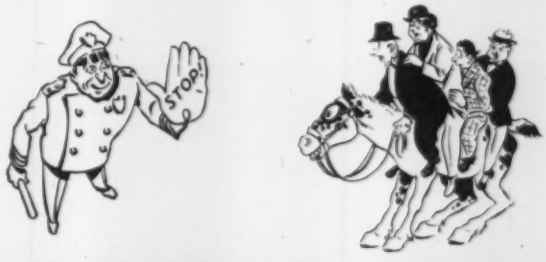
WEED & COMPANY

Mirror-ground surfaces make keen cutting edges for *perfect* recordings on acetate.

Grant Laboratories, Chicago: "A real pleasure to use Stelli cutting needles and to recommend them to other laboratories."

KGU, Honolulu: "Very pleased with the results."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.



"Four Men on a Horse"

Confidently WCAE has added a member to this year's version of a hit show.

It's a smash sensation, featuring the four major Metropolitan Pittsburgh breweries, using WCAE each week.

Customers are plentiful because WCAE is Pittsburgh's *FIRST* station.

"Four men on a horse"—not unusual for WCAE. Ride along—your sales message will be a winner, too.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

BEHIND THE MICROPHONE

MALCOM PARKER, formerly of WELI, New Haven, Conn., has joined WICC, Bridgeport, as studio manager and announcer to replace Carlton Weidenhammer who has joined the announcing staff of WOR, Newark. Bill Elliott, formerly of WATR, Waterbury, Conn., has been named to the announcing staff of WICC, Bridgeport to replace LeRoy Flynn who has joined the announcing staff of WATR.

JIMMY DUDLEY has been added to the announcing staff of WIND, Chicago, and will assist Russ Hodges on sports broadcasts. He came from KQV and WJAS, Pittsburgh, and has also been with WCHV, Charlottesville, Va., and WOL, Washington.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

MORE play - by - play sports broadcasts during the first 3 months of 1937 than any other St. Louis station . . . and *more local commercial advertising* than ALL COMBINED!

JOHN LAGEMANN, of the CBS New York publicity department, was stricken with acute appendicitis while visiting in his home town of Quincy, Ill., on his return from a Mexican vacation. He is reported to be convalescing nicely from his operation and is expected back in New York by the first of May.

F. P. (Pat) O'TOOLE, former promotional contact man for United Air Lines, on April 15 will join the CBS press department in New York as special publicity contact man.

ANNE HARDING, formerly secretary to Don Higgins, press chief at CBS in New York, has been put in charge of the network's publicity service division. Helen Brattrude succeeds her as Mr. Higgins' secretary.

JOHN DILLON, formerly of KFH, Wichita, has joined the anouncing staff of KGNO, Dodge City, Kans., to replace Dick Campbell who has joined KFBI, Abilene.

DON BOLT, formerly with the Hearst and Scripps-Howard newspapers and with WBOW, Terre Haute and WTAX, Springfield, Ill., has joined the announcing staff of KMBC, Kansas City.

JOHN K. CHAPEL, WOW Omaha staff announcer was the principal speaker in Oakland, Neb., April 13, on "Communism." Mr. Chapel and his mother were the only members of their family to escape from Russia during the Revolution.

C. L. MENSER, Chicago NBC production chief, was toastmaster at a luncheon given by alumni of all Ohio colleges and universities. The luncheon took place at the Hotel Sherman, Chicago, April 10. Menser is a graduate of Heidelberg College, Tiffin, O.

DICK DE ANGELIS, formerly of Hollywood, has been added to the announcing and production departments of KJBS, San Francisco.

RADIO WEDDING — When John G. Fraser, NBC staff announcer, and Bettie P. Glenn, of Publicity Associates, New York, were married April 8 at the Little Church Around the Corner, New York, they marched under an arch of microphones formed by NBC announcers. Announcers, left to right, are Ben Grauer, Jack McCarthy, Stuart Metz and Bob Waldrop. Miss Glenn formerly was with the NBC and WMCA press departments. Mr. Fraser started in radio at WEAN, Providence, while attending Brown U, going to WMCA after graduation. He is currently heard on *Esso News*, *Personal Column of the Air* and Edward McHugh *Gospel Singers* programs.

SHERMAN McFEDERIES, recent Stanford University graduate, has joined the sales staff of American Radio Features Syndicate Los Angeles transcription and program producing organization.

THOMAS EDISON BREWER, announcer of KFVS, Cape Giradeau, Mo., and Miss Marjorie Fleming of Paducah, Ky., have announced their marriage which took place Dec. 13, 1936.

ED WALLACE has been promoted from night supervisor to production director of WIP, Philadelphia, and John Facenda, announcer, has been named night supervisor. Howard Brown, formerly of WHAT, Philadelphia, has joined the WIP announcing staff. Mary Katherine Fenerty has joined WIP as receptionist and secretary. June Collins, formerly of the program department has resigned.

HOMER GRIFFITH, *The Friendly Philosopher*, who has been broadcasting on WFAA-WBAP, Dallas-Ft. Worth under sponsorship of Mantle Lamp Co., will return to Chicago April 25 to begin a series on WBBM.

RICHARD HUBBELL, a newcomer to radio, has joined the announcing staff of WOR, Newark.

OWEN VINSON and Pauline Hopkins, his wife, were added to the staff of WLW, Cincinnati, April 15, to concentrate mainly on the *Mad Hatterfields*, a new Transamerican production, which is one of the first programs to be fed from WLW to WHN. Vinson, formerly with KOIL, Omaha, Bozell & Jacobs Inc., Omaha, and production manager of the old ABC, will produce. His wife, who uses the stage name of Pauline Hopkins and authored the new show under the pen name of Carolyn Wells, has the leading role.

GLAN HEISCH, production manager of KFI-KECA, Los Angeles, and Mrs. Heisch are the parents of a 6½ pound daughter born in that city April 8.

JOHN SHAFER has been promoted to program director of KFOR, Lincoln, Neb. Shafer has been assistant program director at the Lincoln Studios of the Central States Broadcasting System (KOIL, KFOR, and KFAB) for the last two months.

CLAUDE HARING has resigned as announcer of WCAU, Philadelphia, to join the staff of N. W. Ayer & Son Inc., that city and will be assigned to Pittsburgh during the baseball season.

BRUFF OLIN, formerly of WXYZ, Detroit, and Stewart Finley, formerly of WWSW, Pittsburgh, have joined the announcing staff of WIBX Utica, N. Y. Seymour Harvey, dramatic director of WIBX, will resign May 1 to attend Cornell summer school. Phil Ross, program manager of WIBX, has reorganized the department and named Walter Griswold musical director, Elliott Stewart news editor Bruff Olin continuity editor and chief announcer, and Seymour Harvey dramatic director.

FLORENCE MURDOCH, former San Jose State College theatrical director, has been added to the dramatic staff of KQW, San Jose.

ROBERT STANLEY, of KYA, San Francisco, has been shifted from the announcer's staff to the production department of that station.

LEON CHURCHON, formerly of KDKA and WCAE, Pittsburgh, and more recently of KYA, San Francisco, has replaced Harry Rogers as program manager of that station.

HILLIARD GUDELSKY has been named sports announcer of WKBZ, Muskegon, Mich.

HARRY HILL, formerly with UP, has joined the news staff of KVOD, Denver.

FRED WYNN, formerly announcer-technician of KGIR, Butte, Mont., has joined the KIEV, Glendale, Cal., announcing staff.

HAL HORTON has been appointed production manager of KIEV, Glendale, Cal.

THE KEY

to

The 2nd Largest Market in New England

WJAR

14 Years' Service to Providence Market

BASIC N.B.C. RED NETWORK

1,000 WATTS

*Income Per Family for Providence County is *27% Greater* Than U. S. Average.

*Buying Power Index for Providence County is *15% Greater* Than U. S. Average.

*(Reprinted from Sales Management Survey of Buying Power—1937.)

NATIONAL REPRESENTATIVES - WEED & CO.

Announcement

THORNTON FISHER

Dean of

SPORTS COMMENTATORS

And noted cartoonist

(NBC Featured Artist)

Available for high class sponsors

Any network

Recent commercial P. Lorillard Co.

(91 weeks)

Address BROADCASTING, National Press Building, Washington, D. C.

JOE THOMPSON, NBC Hollywood producer, has written two songs in collaboration with San Francisco network musicians. He collaborated with Jack Meakin, NBC San Francisco orchestra director and pianist, on *The Little Man With the Big Stuff*, and also did the lyric to Edna Fisher's melody for *The Dream of My Heart*. Both songs are in the hands of publishers. Miss Fisher is an NBC pianist.

HOWARD DOYLE, formerly on the announcing staff of WMCA, New York, has joined WOR.

HECTOR CHEVIGNY, CBS Pacific Coast script director, Hollywood, has written a book titled *Lost Empire — Life of Nikolia Petrovich Rezanov*, to be published by The MacMillan Co. Mr. Chevigny, who lectured at the University of Washington on radio advertising, is a pioneer Pacific Coast continuity writer.

JAMES RANDOLPH and Josephus M. Todd have been put in charge of the publicity department of KFRU, Columbia, Mo. Frances C. Wrightsman, formerly of WTAD, Quincy, Ill., and Charles Barnhart have joined the continuity staff of KFRU. John Barnett, formerly of KWTO, Springfield, Mo., has joined the entertainment staff.

HELEN HANCOCK, for the last six years with WOR and WMCA, New York, has joined the program department of KEHE, Los Angeles.

MORTON BLENDER, WCOP, Boston, announcer, left April 9 to join WCFL, Chicago. Thornton Steele, of WDRC, Hartford, fills the vacancy. Steve Burke also has been added to the WCOP staff. Jim Donovan, WCOP news editor and announcer, has been assigned to create program scripts.

HUGH C. DISTELHURST, announcer of WJSV, Washington, married Marjorie Louise Naylor, vocalist with Little Sam Robbins' Orchestra, April 5 in New York.

JACK EDWARDS, formerly of WOAI, San Antonio, has been added to the continuity-production staff of KFI-KECA, Los Angeles.

CLIFF HOWELL has resigned as assistant production manager of KFWB, Hollywood to free lance.

TRUE BOARDMAN, formerly KHJ, Los Angeles, continuity writer, has been signed by Paramount Studios Corp., Hollywood, to collaborate with Louis Stevens in writing *The Last Train From Madrid*.

ROBERT C. HARNACK, formerly of WCAE, Pittsburgh, has joined the office force of KEHE, Los Angeles.

JACK INGERSOLL, sports and special events announcer of WINS, New York, and Rudy Vallee, on March 31 were made honorary members of Sgt. Delaney Theatrical Post No. 102, Veterans of Foreign Wars.

JACKSON LATHAM has been named program director of KXA, Seattle, and Darwin Solseth has been appointed assistant.

JACK HAGEN has joined the announcing staff of KGVO, Missoula, Mont.

MONTE ROSENWALD, formerly of KGNC, Amarillo, Tex., has joined the announcing staff of KPDN, Pampa.

LAURA MARIE KENNA, actress, formerly of KMOX, St. Louis, has joined the staff of WIBW, Topeka.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

The Salty Side

SALT as the newest boon to the radio announcer, particularly on long announcements and news broadcasts, is offered as one of radio's newest discoveries by Harold Trosper, engineer of WGCM, Gulfport, Miss. In breaking in three new announcers he experimented with use of common table salt to keep the tongue well oiled. He reports: "It worked so well that I would like to pass the idea along. A touch of salt on the tongue before going into a long announcement will do much toward keeping the mouth from getting dry. We have salt-shaker microphones, so why not salt?"

MARGARET PHILLIPS, continuity writer of KVOO, Tulsa, has been named to the announcing staff. Leroy J. Ritter has been placed in charge of the capitol news bureau of KVOO and Harry Coleman has joined the continuity department. Paul Aurandt, formerly an announcer at KVOO, has been named manager of the Salina, Kan., studios of KFBI, Abilene.

VICTOR BOVEE, formerly of the *Sioux City Tribune*, has joined Central States Broadcasting System's news staff, which furnishes news to KFAB, KOIL, and KFOR. Don Finlayson, of the news department, is now handling promotion and special events.

ALAN KENNEDY, formerly of WNEW, New York, has joined the announcing staff of KYW, Philadelphia.

Theron C. Bennett

THERON C. BENNETT, 55, a pioneer in the field of Pacific Coast radio musical presentations, and originator of the first commercial program, *The Packard Six* ensemble on KFI, Los Angeles, died in the General Hospital, that city, April 6 after an illness of several years. Born in Pierce City, Mo., Mr. Bennett was a graduate of Brury College, Mo., and the New Mexico State College. He was known as "the father of the blues", from the popularity of the many blues songs he published, including "Memphis Blues" and "Melancholy Baby", during the time he was in the music publishing business. Among his own compositions Mr. Bennett was known for "Satisfied", "St. Louis Pickle" and "Fireflies on Parade".

Seymour Hastings O'Dell

SEYMOUR HASTINGS O'DELL, 74, veteran radio commentator and actor, and well known in the early days of Southern California radio, died in Wilshire Hospital, Los Angeles, April 3. During his years in radio Mr. O'Dell dropped his last name to avoid confusion with an actor of that name and was known as Seymour Hastings. A native of Ireland, he was an actor in that country before coming to the United States. He toured in vaudeville for many years before turning to radio, being one of the earliest commentators on the Pacific Coast. In later years he did character parts in radio and motion pictures.

JAMES EARL DUNCAN, 42, CBS Hollywood technician, was killed March 31 when he fell from his apartment window in that city.

THE CRITICS REPORT

said a music critic about the WBAL Light Opera Company:

"The WBAL Light Opera Company's presentation was absolute tops . . . It was at all times delightful . . . The more I hear it, the more I like the WBAL Light Opera Company . . . If you didn't hear Wednesday's performance you missed a grand program."

said a columnist about the WBAL Dramatic Players:

"WBAL Players presented . . . unique and most interesting program . . . will probably be remembered as one of the outstanding features of the present year."

WBAL BUILDS FINE SHOWS! WBAL, the station with the initiative to go ahead and perfect performances, does an outstanding job for local and national accounts.

Let WBAL build a program that WILL SELL your product in the EIGHTH LARGEST MARKET in the United States. And don't forget this . . WBAL IS NBC basic BLUE NETWORK.

WBAL

Maryland's Only Clear Channel High Power Station

BALTIMORE, MARYLAND

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Facts About a Pudding!

They say the "Proof of the Pudding is in the Eating"! So far, so good! But a lot of folks usually like to know something about the pudding before partaking—especially if it's a radio advertising "pudding"!

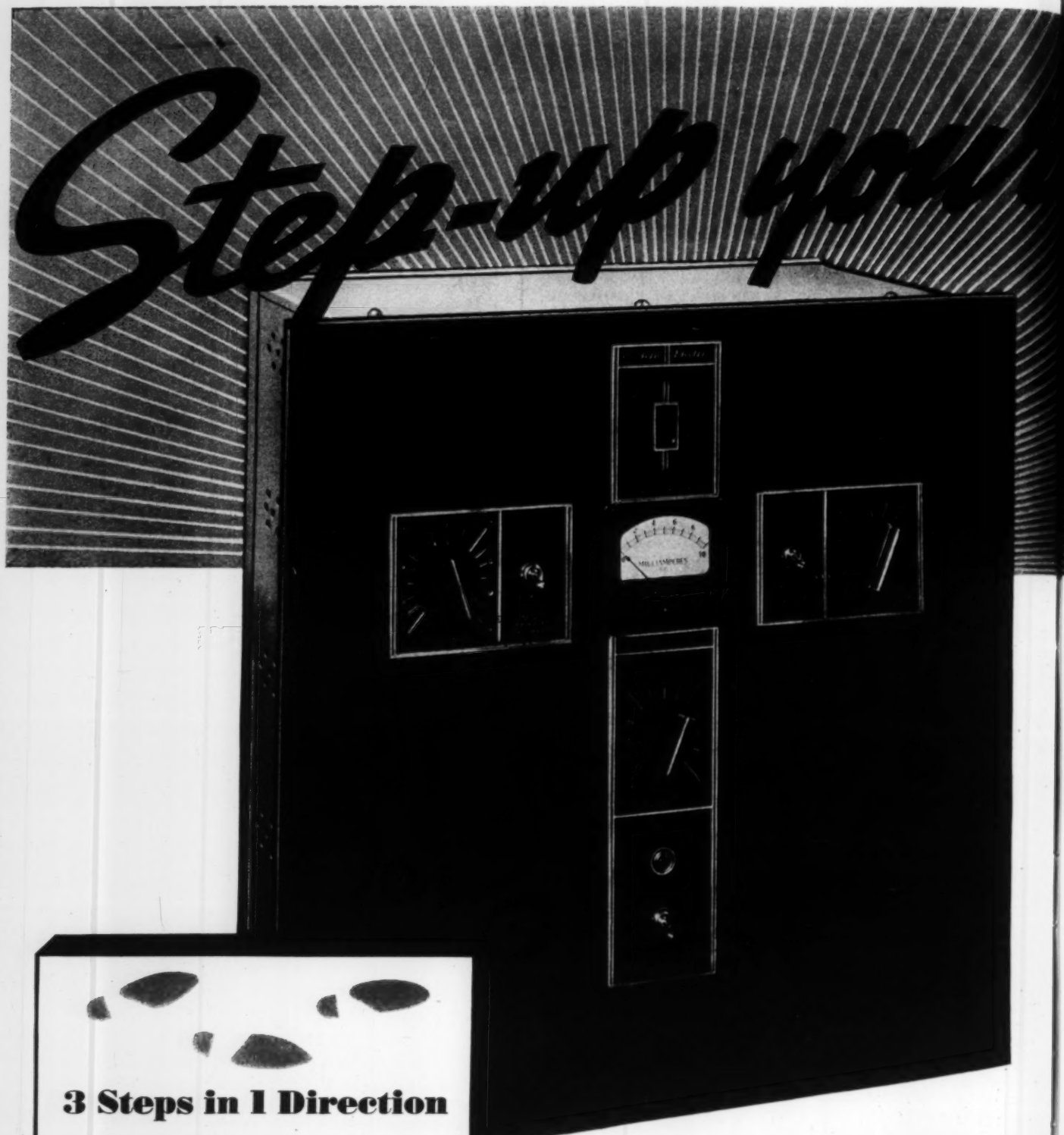
Here are a few advance facts about WWVA, "The Friendly Voice from out of the Hills of West Virginia" that ought to whet advertisers' appetites.

The Blue Bonnet Gang, headed by Loye D. Pack, has been "commercial" on WWVA for the past four years. The "Gang's" general activities include personal appearances in the entire Tri-State District of Eastern Ohio, Western Pennsylvania and Northern West Virginia. And to prove that WWVA does enjoy a vast audience response in a wide area, the Blue Bonnet Gang has broken attendance records in every town in which they have appeared. These records include such distant points from Wheeling as Coshocton in Ohio (90 miles); Leechburg in Pennsylvania (130 miles); and Weston in West Virginia (127 miles). Night after night this popular group of WWVA radio stars "pack 'em in" with only their WWVA radio publicity to create audience interest. Their average nightly attendance for the current season is 1496. To us that's plenty proof that WWVA does a real job over a surprisingly wide area. These same Blue Bonnet Gang followers, along with thousands more, are yours for the broadcasting!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES



3 Steps in 1 Direction

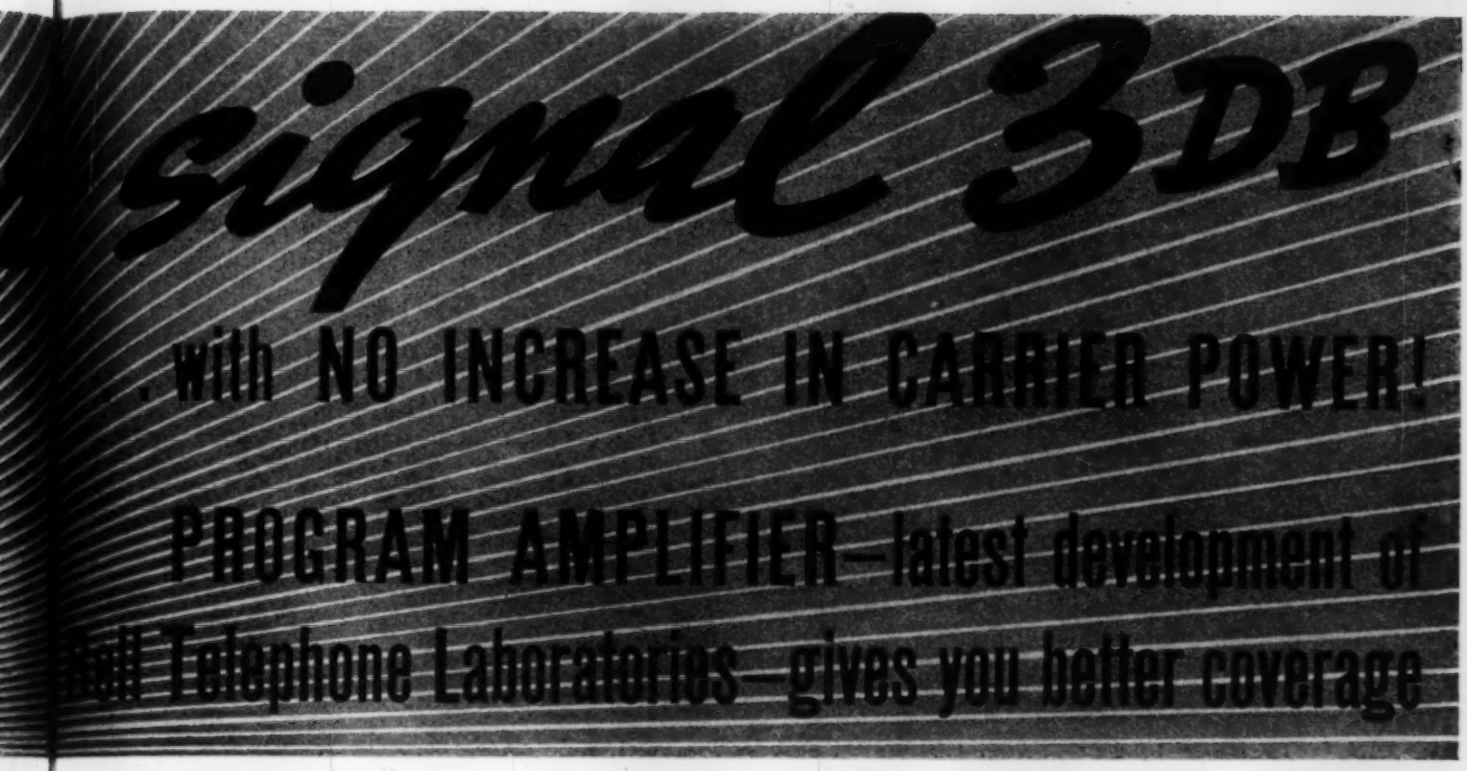
1927 Western Electric introduces 100% modulation (50% used formerly), effecting a 6db gain — giving 1KW transmitter the effective power of a 4KW.

1931 Western Electric introduces the halfwave radiator (.55 antenna), effecting a 3db gain. The 1KW transmitter now becomes an 8KW.

1937 Western Electric introduces the Program Amplifier with an effective gain of 3db. With all three features, the modern 1KW transmitter has the effective power of a 16 KW of the old style.

Western

RADIO TELEPHONE


signal 3DB
. . with NO INCREASE IN CARRIER POWER!
PROGRAM AMPLIFIER—latest development of
Bell Telephone Laboratories—gives you better coverage

HAVE you heard about this latest Western Electric pace-setter — the 110A Program Amplifier? Advance news of what it does has gotten around — and orders have been pouring in.

Briefly, here's what it gives you:

1. An increase in average signal level of not less than 3db (equal to doubling the carrier power);
2. Limitation of excessive peaks of modulation;
3. Protection against over-modulation in case of accidental increase in program level;
4. Suppression of Extra Band Radiation (monkey chatter on adjacent channels) by prevention of over-modulation;
5. Continuous visual indication of magnitude and frequency of program peaks;
6. Program amplification of line output for feeding the transmitter at proper level.

The basis of this latest Bell Telephone Laboratories achievement is a variable loss network inserted in your program circuit. The loss thus introduced is controlled directly by the instantaneous program level.

With such positive control, you can safely raise your average signal level at least 3db — increasing your effective coverage with no increase in carrier power. Better coverage means more dollars for you. Through Bell Telephone Laboratories research, Western Electric progressiveness, and Graybar service, you profit!

Delivery of the 110A will start in June — but don't wait. Send the coupon for full details and get your order near the *top* of the pile.

Electric

OADCASTING EQUIPMENT

GRAYBAR ELECTRIC COMPANY, B-4-15-37
Graybar Building, New York.

Gentlemen: Please send me full information on Western Electric's new 110A Program Amplifier.

NAME_____

STATION_____

CITY_____ STATE_____

XUM

RADIO ADVERTISERS

REFRIGERATION & Air Conditioning Corp., Youngstown, O., on April 4 started *The Old Song Book*, a new program featuring old-time melodies with Mrs. Mable Madden and Carlos Fessler as soloists, on WHO, Des Moines, Sundays, 10:45-11 a. m. Harold Fair, WHO program director, produces the show. Account is placed by National Classified Advertising Agency, Box 990, Youngstown.

MISSOURI LIGHT & POWER Co., Columbia, Mo., is sponsoring six 15-minute dramatic programs weekly on KFRU, that city, during which the history of light and heat is traced from prehistoric to modern times.

THEY SAY

"Go Buy More News on KGLO."

"Farmers are Staying Up Until 10 o'Clock."

"He Turned Back at Nora Springs."

Get these Success Stories. Write

KGLO

MASON CITY, IOWA

SURE LABORATORIES, Chicago (Sure breath purifier) and Emerson Drug Co., Baltimore (Bromo-Seltzer) have respectively bought quarter-hour daily sport programs preceding and succeeding broadcast of ball games over WJJD, Chicago. Contract in both cases is for duration of the baseball season. Agency for Sure Laboratories is Selviair Broadcasting System Inc. while J. Walter Thompson Co., New York, handles the Emerson Drug Co. account.

SALERNO-MEGOWAN BISCUIT Co., Chicago, has renewed its contract with WCFL, Chicago, and will begin its second 13-week series April 26. The biscuit company uses 15 chain breaks every day, seven days a week. Schwimmer & Scott, Chicago, is the agency.

O'BRIEN VARNISH Co., South Bend, Ind., has named Behel & Waldie, Chicago, as agency.

AFFILIATED PRODUCTS Inc., New York (Kissproof and Outdoor Girl cosmetics), has appointed Monroe F. Dreher Inc., New York, as its advertising agency. Although this company has been an extensive user of radio in the past no broadcasting is planned for these products in the immediate future.

GORDON BAKING Co., Detroit, has appointed Brooke, Smith & French, Inc., to handle its advertising. Distribution is to be extended in all the territories served by the various plants, and is to be centered about Gordon's principal product, "Silvercup" bread. The company will continue with its radio program which for several years past has been built around the thrice-weekly *Lone Ranger* series on WOR, WGN and Michigan Network.

More Martha Deane

MARTHA DEANE, conductress of the *Women's Hour* on WOR, Newark, has added two 15-minute broadcasts a week for General Foods Corp., New York (Swans Down Cake Flour and Minute Tapioca), placed through Young & Rubicam Inc., N. Y., to her radio schedule, which now brings her to the microphone from 11:30 to 11:45 a. m. and from 2 to 2:45 p. m. Monday through Friday, and from 11:45 a. m. to 12:30 p. m. on Saturday. Miss Deane's list of sponsors now includes in addition to General Foods: California Packing Corp., San Francisco (Del Monte canned goods); Standard Brands Inc., New York (Royal Desserts and Royal Baking Powder); Boston Food Products Co. Inc., Boston (Prudence brand corned beef hash); Cushman's Sons Inc., New York (retail bakery chain, division of Purity Bakeries Corp.), John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food); New York Telephone Co.; Lever Bros. Co., Cambridge, Mass. (Spry); B. Fischer & Co., New York (Astor coffee, tea, spices, etc.); Philadelphia Dairy Products Co., Philadelphia (ice cream); Campbell Soup Co., Philadelphia (Franco-American division, spaghetti and macaroni); Procter & Gamble Co., Cincinnati (Ivory Snow); Atlantic Sales Corp., Rochester, N. Y. (Coleman's mustard).

HARRIET HUBBARD AYER Inc., New York (cosmetics), has placed its advertising account with Grey Advertising Agency Inc., N. Y. No radio is contemplated for the present although some spot broadcasts may be used later on.

WALKER GORDON LABORATORY Co. Inc., Plainsboro, N. J., which recently began participation in the *Household Chats* program on WBZ-WBZA, Boston-Springfield, to advertise its acidophilus milk, is now sponsoring Gretta Palmer, noted reporter, magazine writer and broadcaster, in two quarter-hour programs of news comment weekly on WOR, Newark. Account is handled by Young & Rubicam Inc., N. Y.

INSECT-O PRODUCTS Co., Burbank, Cal., manufacturer of insect spray guns, has appointed H. Charles Sieck Inc. Ltd., Los Angeles, to handle advertising.

ESSKAY PRODUCTS Co., Baltimore (meat packers), has named Brown-Alexander Inc., Baltimore, as agency.

STANDARD ACCIDENT INSURANCE Co., Detroit, is advertising through N. W. Ayer & Son Inc., Philadelphia.

HOWARD CLOTHES Inc., Brooklyn, N. Y., has appointed Bachenheimer, Dundes & Frank Inc., New York, as agency.

C. P. MacGREGOR, Hollywood transcription firm, is cutting 52 quarter-hour dramatic discs titled *Moving Stories of Life*, for Lyon Van & Storage Co., Los Angeles, which are being placed through Charles H. Mayne Co., that city, on KECA, Los Angeles; KNX, Hollywood; KGB, San Diego; and KFRC, San Francisco. Series is also being used on more than a score of eastern stations by various van and storage companies. Transcription concern has cut 25 minute and 25 five-minute dramatic announcements for Mode O' Day Corp., Los Angeles (dress manufacturers), to be placed on 25 Pacific Coast stations in a spring and summer campaign by Lockwood-Shackelford Co., Los Angeles agency. Concern has also cut six sales talks titled *Shell's 1937 Selling Parade*, for Shell Petroleum Corp., St. Louis (gasoline), order being placed by J. Walter Thompson Co., that city.

SKOL PRODUCTS Inc. New York (Skol, an oil-free antiseptic) has named Peck Adv. Agency Inc., New York, as agency. Present plans call for the use of radio, but no definite decisions have been made regarding programs or stations. Ivon Newman is the account executive.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes) has signed to sponsor the thrice weekly *Walkathon* contest broadcasts from the Brooklyn Ice Palace over WCNW, Brooklyn. Account is handled by McCann-Erickson with Radio & Film Methods Corp., New York.

COUNTRY CLUB SODA Co., Springfield Mass., has named Charles E. Vautrain Associates Inc., Holyoke, Mass., as agency.

H. D. FOSS & Co. Inc., East Boston (confectionery), is advertising though Albert Frank-Guenther Law Inc., New York.

McLAUGHLIN, GORMLEY, KING Co., Minneapolis (insecticide), has placed its account with BBDO, that city.

MARLIN FIREARMS Co., New Haven, Conn. (razor blades), has appointed Craven & Hedrick Inc., New York, to service a portion of its account.

NESTLE-LE MUR Co., New York (hair-waving machines), is advertising through Monroe F. Dreher Inc., that city.

PASADENA PRODUCTS Inc., Pasadena, Cal., (Salbuocin pharmaceuticals), has named Guenther-Bradford & Co., Los Angeles, as agency.

MARVEL BREAD Co., Miami, Okla. has renewed its contract for a 15-minute *Talk of the Town* street broadcast daily except Sunday, for 13 weeks, with WMBH, Joplin Mo. Program is handled by Bruce Quisenberry and Richard Tripp.

PURATOAN PRODUCTS Co., St. Joseph, Mo. (proprietary), has placed its account with Frank E. Whalen Adv. Co., Kansas City.

B. F. NELSON Mfg. Co., Minneapolis (roofing materials) has placed its account with Erwin, Wasey & Co. Inc., that city.

EUCLID CANDY Co., of California, San Francisco, has named Sidney Garfinkel Adv. Agency, San Francisco, to handle its account.

Thanks . . . for a happy birthday

John Gillin, Jr., manager, WOW, cuts station's birthday cake, assisted by secretaries.

14 YEARS IN RADIO is a long time in an infant industry . . . but they've been happy years for W O W. Alert time buyers and a faithful listening audience have made WOW the dominant station of this immensely wealthy trade territory. Schedule your advertising on WOW to cover the market basket of the nation.

590 KC. 5,000 Watts

WOW

OMAHA, NEBR.

John Blair Co., Representatives

New York - Chicago

Detroit - San Francisco

Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK

Facts . . .

14 Counties

137,598 Homes

123,700 Radio Homes

113,309 Homes Listening To

WROK

ROCKFORD, ILL.

1410 K. C. 500-1,000 WATTS

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

TRANSCRIPTIONS

BERT A. PHILLIPS, formerly sales manager of MacGregor & Sollie Inc., now C. P. MacGregor, Hollywood transcription producers, has organized Consolidated Transcription Library at 553 South Western Ave., that city. Besides specializing in dramatic transcriptions, Mr. Phillips will represent a group of eastern recording concerns and build shows for advertisers.

ASSOCIATED CINEMA STUDIOS, Hollywood transcription concern, is cutting weekly, five quarter-hour episodes of *The In-Laws*, dramatic serial, which are being heard on WLW, Cincinnati, sponsored by General Mills Inc.

STUART MacHARRIE, Chicago representative for Radio Transcription Co. of America, Hollywood transcription producer, on April 1 became western field manager, taking the post of the late Ben Crose. J. M. Leaverton, former film and advertising executive, succeeded to the Chicago position.

VIRGINIA KAMI and Bob Payton, Hollywood script writers, have written continuity of *Circus is Here*, which will be produced by Radio Transcription Co. of America, that city, in transcription form at the rate of five weekly.

STANDARD RADIO Inc., Hollywood, has released a group of selections by *Al Clauser and His Oklahoma Outlaws*. The act became prominent on WHO, Des Moines, and other Midwestern stations.

CHARLES MICHELSON, eastern manager of Earnshaw Radio Productions, Hollywood, left April 5 for a tour of the South and the East with new Earnshaw transcription releases.

C. P. MacGREGOR, Hollywood transcription producer, announces the following new clients as subscribing to its transcription library service: KDON, Monterey, Cal.; WGRC, New Albany, Ind.; WMBR, Jacksonville; KSCJ, Sioux City; WIL, St. Louis, and KEUB, Price, Utah.

WENDELL HATCH, formerly junior account executive in the radio department of Dan B. Miner Co., Los Angeles agency, has been appointed production manager of Associated Transcriptions of Hollywood.

DAVID B. TULLEN has opened a transcription studio under the name Tullen Sound Recording Studio in Hartford, Conn. equipped to do all types of commercial and private recording.

LOUISE HAMPTON has joined the staff of Kasper-Gordon Studios Inc., Boston, as special advisor and sales consulant on merchandising to women.

PLATTER PORTABLE—Herbert Denny, Southern representative of Standard Radio Inc., transcription firm, travels between El Paso and Florida in this trailer, equipped with audition equipment and a radio receiver, as well as office, bedroom, kitchen, and usual gadgets.

RCA Sponsors Series Of Technical Lectures To Instruct Servicemen

RCA distributors in all parts of the nation will sponsor a series of 13 transcribed *Service Meetings of the Air*, following a test of this method of holding service meetings in the Philadelphia area. The series is in addition to the *Training the Eye and Ear for Radio Service* now being held by RCA distributors.

Lectures in the new series have been prepared and recorded by engineers in the RCA laboratories and cover a wide variety of subjects close to the interest of service engineers, according to F. B. Ostman, RCA service manager. Since the public will be listening, each broadcast will emphasize the technical knowledge, special equipment and experience required for servicing radio sets.

This angle is designed to discourage amateur home repairs and to show the need of engaging service engineers to inspect radio sets.

Prizes will be distributed each week for best letters submitted by servicemen on the subjects covered. First prize each week will be an RCA test instrument such as the cathode ray oscillograph.

Stations carrying the series will be WIBX, WBEN, WHEC, WDEV, WSYR, WGY, WABY, WNEW, WIP, WHP, WBAX, WWSW, WSIX, WATL, WSGN, WCPO, WGRC, WLEU, WGAR, WHKC, WJBK, WEMP, WCBD, WIRE, WMBD, WIBU, WHBF, KGBX, WTMV, KXBY, WAAW, WNBR, KGHI, KOA, KSL, KXA, KFIO, KWJJ, KJBS, KQW, KMJ, KFBK, KIEM, KPMC, KLS, KGFJ, KFAC, KDB, KFXM, KFOX.

DAYTIME power of WJDX, Jackson, Miss. was increased to 5,000 watts by a decision of the FCC Broadcast Division April 9.

Justice

WALBERG BROWN, musical director of WGAR, Cleveland, might have avoided quivering in his court room seat as he awaited judicial determination of his traffic violation case had he known the judge was such a good radio fan. The verdict from the bench was: "Mr. Brown, I have heard and enjoyed your music now for many years. As a token of my appreciation, I'm finding you 'Not Guilty'." After local journals had carried columns about the incident, a hitherto disinterested client asked for a special audition, according to Graves Taylor, WGAR announcer.

Cartoon Service Planned For Newspaper Stations

SUPERIOR Features Syndicate, Kansas City, will soon offer a cartoon service to newspaper-owned radio stations. Idea to syndicate the service came with the reception accorded cartoons that have been used for WHB, which, however, is not a newspaper-owned station, being owned and operated by the Cook Paint & Varnish Co. The cartoons are being drawn by Gene Thorton and "ballooned" by Al Stine. Commercialism is played down with the pull in that direction coming from the tie-up between the picture and the gag line, which carries the station's call letters.

New Fleischmann Series

STANDARD BRANDS Inc., New York, which last fall changed the commercials on its Thursday night *Vallee Variety* programs (NBC-Red, 8-9 p. m.) from Fleischmann's Yeast to Royal Gelatin, has started a new series to advertise yeast for health. The new program, which is broadcast over NBC-Blue on Fridays from 9 to 9:30 p. m., is an all-Negro revue, featuring the music of Louis Armstrong and his orchestra, the comedy team of Eddie Green and Gee Gee James, who are heard in sketches of Harlem life from the pen of Octavus Roy Cohen, and various other colored entertainers as guest stars. This first all-colored show to be a regular-network feature is handled by J. Walter Thompson Co., New York.

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

BELIEVE IT OR NOT— IT'S A FACT!!!

- The population of the San Francisco-Oakland Metropolitan Area, comprising nine Bay counties is 1,898,902 —But the purchasing power of these people is equivalent to 2,997,087 "Average" Americans.
- The San Francisco Metropolitan Area is Western Headquarters for more than 1,500 firms of national reputation.
- Retail sales per capita in San Francisco Metropolitan Area — in 1936 — were $627.00.

HERE IS A RICH MARKET FOR YOU

LET KYA AND THE CALIFORNIA RADIO SYSTEM TELL YOUR STORY

KYA

The Voice of The San Francisco Examiner

A MEMBER OF THE CALIFORNIA RADIO SYSTEM

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & PETERS, Inc.
National Representatives

KVI — THE NO. 1 BUY!
1. Seattle, Tacoma and Puget Sound markets at ONE low cost.
2. Finest (salt water) transmission.
3. 5,000 watts.

CBS Affiliate

Wood in Hollywood

GEORGE R. WOOD, formerly program director of WIL, St. Louis, has opened radio production offices in Hollywood. He is located in the Markham Building. A veteran of 16 years in radio, Mr. Wood is handling on a consulting basis such matters as programs, production, publicity and announcing.

THE oldest daily program on the air in the West, the *Woman's Magazine of the Air*, observed the tenth anniversary of the NBC western division with a special broadcast over the NBC-Red Network April 5.

QUIN RYAN, manager of WGN, Chicago, has a big crew of workers getting his 40-foot cabin cruiser, *Kerry Dancer*, in the water and outfitted for the season.

Your copy of this booklet containing complete information about the NEW merchandising tie-up PLAN available to advertisers on WDRC is ready. Write for it.

PURELY PROGRAMS

Fishing for Business

FISHERMEN'S spring season having opened this month, and with the summer angling season soon getting under way, many stations are starting their seasonal angling programs usually in the form of talks by experts and often as dramatizations. Frequently they work hand in hand with local and state angling clubs and conservation organizations, and often local dealers are ready sponsors. One such program started April 8 on WNEW, Newark, titled *Bill the Fisherman*, is aimed at the average man and discusses the angling sport so that amateur as well as professional fishermen are interested.

* * *

Another Example:

A NEW quarter-hour sports program on KEHE, Los Angeles, titled *Hook, Line and Sinker*, which started April 8 for 13 weeks under sponsorship of Entz & Rucker, local sports shop, is devoted to dissemination of complete fishing information and, capitalizing on the theory that every fisherman is a liar, sponsors are promoting the sport by holding a weekly Forum for Fibbing Fishermen, during the Thursday night broadcast. Best story of the week sent in by a listener is dramatized and a prize awarded its author. A grand prize is to be given the end of each month. Another feature of the series is short talks by Calvin B. Harrison, nationally known fish and game expert and counsel on the subject for the Southern California Auto Club. He tells when, where and how to fish, giving complete information on where to buy the license and if you can't catch one, a fish. Agency is N. J. Newman Adv. Agency, Los Angeles.

* * *

The Whopper Wins

BIGGEST LIE sent to WNOX, Knoxville, Tenn., wins a case of Seven-Up soft drink on its daily noon variety program during which the whopper is dramatized in country store fashion under sponsorship of Seven-Up Botting Co. WNOX also is giving a Thursday bargain matinee, a dime admission to a 75-minute hillbilly, swing band and romantic show.

* * *

Cracker Barrel Comments

NEW twist to news presentation has been given by KUOA, Siloam Springs, Ark., where a *Current News Forum* is held six times weekly, 11-11:30 a. m., during which various townspeople meet with a commentator, question him, and discuss news events extemporaneously.

* * *

Finger Fugues

FINGER NAIL solo in E-flat is the latest novelty on the *Minstrel Show* of KFEQ, St. Joseph, Mo. Dow Mooney, baritone soloist, doubles in finger nails and produces allegedly perfect tones by tapping right hand nails against left hand nails, the digits being synchronized muscularly to produce harmonic effects in rhythmic sequence.

* * *

The Public's Turn

A NEAT job of table-turning has been evolved at KBST, Big Spring, Tex., by Clarence Garnes, commercial manager, who also handles a *Curbstone Broadcast* for a local theatre, when he reverses the procedure on Friday nights and the public interrogates him. If he fails to answer three out of five questions, the questioner receives a ticket to the theatre.

Work They Like

SCIENTIFIC occupational interviews titled *The Right Job* and designed to suggest fields of work suitable to the natural talents of young people were begun on WGN, Chicago, April 11, to be given Sunday afternoons under auspices of University Broadcasting Council and Northwestern U. Dr. S. N. Stevens, Northwestern professor of applied psychology, will interview young men and women selected from the National Youth Administration of Illinois on their hobbies, tastes and preferences.

* * *

Court and Public

PASSERSBY get a chance to say what they think in *Public Opinion Poll on the Supreme Court* when they are interviewed by Dave Simmons, announcer of KDYL, Salt Lake City, in a thrice-weekly afternoon series.

* * *

It Happens Here

STILL another slant on news programs is the educational nature of *It Can't Happen Here*, thrice-weekly late afternoon series on KMOX, St. Louis, a presentation of strange facts and unusual international incidents given in question and answer form.

* * *

Wreck Preventative

SAFETY programs titled *Death Rides Again* are being featured on KVOD, Denver, in a series of 13 five-minute dramatizations during which local police officials and municipal judges will talk on accident prevention.

* * *

From the Campus

COLLEGE talent programs are broadcast Sunday evenings on WGAR, Cleveland from a line to Baldwin Wallace College, Berea, O., 26 miles away, where a symphony orchestra, choir, dramatists and vocal students are presented in the college auditorium.

* * *

Spring Peeps

NATURE study in the form of dramatized field trips is being presented on WAAB, Boston, in a series of 12 Friday afternoon programs titled *The Old Naturalist* given by members of the faculty and students of Massachusetts State College.

* * *

Mike on Excursion

WTMV, E. St. Louis, took its portable transmitter on a railroad excursion April 11 between St. Louis and Springfield, Mo., and interviewed engineers, conductors, and passengers, all member of a local club called St. Louis Railroad Enthusiasts. The new WTMV *Trading Post*, a radio barter forum, is proving popular.

* * *

Children and Tinfoil

ADMISSION to the *Tinfoil Club*, kiddies program on KGNO, Dodge City, Kans., is a piece of tinfoil which will be used to finance the station's Christmas basket. John Drake, program director, originated the program and Jo Drake, mistress of ceremonies, auditions and interviews the children.

Four Newscasts Daily

Local, national and state news supplied through KVOR's affiliate, *The Colorado Springs Gazette* and *Telegraph*. The only complete radio news service originating in Southern Colorado.

KVOR
Colorado Springs
CBS
1000 WATTS
FULL TIME

ASSOCIATED WITH WKY, KLZ AND THE OKLAHOMA PUBLISHING CO.

Representative — E. Katz Special Adv. Agency

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS

Murder a Week

MURDER won't be dialed out and that's behind the increase in listeners to half-hour mystery serials complete in five Monday through Friday broadcasts on KLZ, Denver, directed by William Foulis and produced by Wesley Battersea.

* * *

Poll of Drama's Pull

DRAMA POLL of listeners has been completed by Ronald Dawson, dramatic director of WOL, Washington, indicating that preferences are for half-hour complete dramas; war stories, half-hour complete; light comedy; and detective stories in the order given.

* * *

Effective News

SOUND EFFECTS are used by WIBW, Topeka, for *What's Going on in the World,* a half-hour weekly program to make the news more vivid. Produced by Vic Moser and Art Holbrook, continuity writers, the program is sponsored by Jordan Bakers, Topeka.

* * *

New Slant at Jobs

WITH many stations broadcasting interviews with job seekers, KFEL, Denver, varies the procedure by staging a daily remote from the State Employment Service where Colorado's unemployment situation is reviewed and jobless are questioned.

* * *

Horses, Horses

A HORSE ridden into the studios of WIP, Philadelphia, each morning by Howard Jones, staff announcer, during Sandy Guyer's *Eight Bells Revue* went unnamed until a listener who wrote in suggested Sawipho, a word containing letters from the names of all concerned.

* * *

How's Your Accent?

FOREIGN language programs on WBNX, New York, conducted by language students from local colleges and high schools Saturdays at 11:30 a. m., consist of adaptations of German, Spanish and French classics.

* * *

Youth Directs

JUVENILE stage production is emphasized in *Make Believe Follies,* a quarter-hour program on on WCAU, Philadelphia, written and directed by boys and girls between the ages of 16 and 18.

WMIN

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost

Saint Paul Minneapolis

WMIN

St. Paul, Minnesota

FRATERNAL SPIRIT — When Franklin (Whitey) Lewis, (center), Cleveland newspaperman, joined the announcing staff of WGAR, that city, Jack Graney (left), of WHK, and Tom Manning, of WTAM, welcomed him to the WGAR studios.

A Lady Asks

BECAUSE women like to talk with women, Kent Josef, announcer of WIBM, Jackson, Mich., is sharing his sidewalk interviews with Betty Barns, who quizzes local ladies on topics of the day.

* *

Hams Glorified

HEROIC incidents in amateur radio are being dramatized on WMAQ, Chicago, *Two Hundred Meters and Down, The Story of Amateur Radio,* the title taken from a book written by Clinton B. DeSoto, assistant secretary of the American Radio Relay League.

* * *

Everything German

AN ALL-GERMAN program featuring German music and announced in German is broadcast on WCPO, Cincinnati, where, it is said, 63% of the population speak and understand German.

All Alone

F. C. BENNETT, 60-year-old Canadian Mountie assigned to Herschel Island in the Arctic Ocean, was recently saluted on CBS network as the "world's most isolated listener". The salutation was prompted by a letter written just after Christmas congratulating KSL, Salt Lake City, on its *Midnight to Dawn Review.*

Saranac Lake Deal

SALE of WNBZ, Saranac Lake, N. Y., to a new corporation headed by Carl F. Woese, of Syracuse, was disclosed April 6 in an application for voluntary transfer filed with the FCC. The purchase price is understood to be about $17,000. The purchaser is Upstate Broadcasting Corp., of which Mr. Woese, onetime owner of the old WFAB in Syracuse, is president with 197 shares of stock and Robert F. and Mary C. Maloney, also of Syracuse, are directors with one qualifying share each. WNBZ is now owned by Earl J. Smith and William Mace. It operates with 100 watts daytime on 1290 kc.

NEWS
is your best bet
TRANSRADIO

TALK ABOUT A LONE STAR!!

- A market of more than 400,000 persons.
- A market with a spendable income of more than 40,000,000 dollars annually.
- And an advertising medium with no competition in its field in this market.
- And a member of the Columbia Broadcasting System.
- Isn't this the perfect way to sell your product?

KNOW

The Only Station in the Capital of the Largest State

AUSTIN, TEXAS

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

A SPONSOR SPEAKS HIS PIECE!

"the most productive advertising we have done"

"a powerful factor in securing new distributors"

"enthusiastically received by retailers"

"positively stimulated consumer demand"

"from every standpoint it paid big dividends"

That's what Zollers Brewing Company said about their radio program "Iowa Speaks" over the Iowa Network, KRNT - WMT. When Net discontinued all beer advertising Zollers said, "We are envious of any concern that sponsors 'Iowa Speaks'."

"Iowa Speaks" is now sponsored by Iowa Kelvinator Distributors

Iowa Network Shows Have Listener Appeal

For real results, for a program that clicks, write now or call the nearest office of our national representatives: E. Katz Special Advertising Agency.

IOWA NETWORK

Radio Stations of the Des Moines Register and Tribune

KSO Des Moines — WMT Cedar Rapids-Waterloo — KRNT Des Moines

AGENCIES AND REPRESENTATIVES

EDWARD S. TOWNSEND, for the last 10 years a publishers' and radio representative on the West Coast, has been appointed West Coast sales representative of WOR, Newark, and WGN, Chicago, with headquarters in the Russ Bldg., San Francisco.

JOSEPH H. NEEBE, Chevrolet account executive with Campbell-Ewald Co. of New York, is on the West Coast handling details for switching the Chevrolet CBS *Rubinoff* broadcasts to Hollywood, effective April 18. Walter Craig, producer of the program, is also in Hollywood.

ATHERTON HOBLER, president of Benton & Bowles Inc., New York, was in Hollywood early this month with Herschel Williams, agency radio producer. It is understood that they were there to arrange for the switching of the NBC *Maxwell House Show Boat* (General Foods Co.), broadcasts from the East to Hollywood.

E. T. DITMAR, formerly with Crosley Radio Corp., Cincinnati, Dayton Rubber Co., Dayton, O., and Venetian Blind Co., Los Angeles, has joined Associated Advertising Agency, Los Angeles, as an account executive.

PAUL H. RAYMER Co. has been appointed national representatives of KSOO, Sioux Falls, S. D., and will also represent the new KELO, 100-watter shortly to be placed in operation in that city by the same interests.

EARL IRWIN, Detroit manager of Free & Peters Inc., has been transferred to the Chicago office.

LOUIS TAPPE, formerly of WHN, New York, has joined Schilling Adv. Corp., that city, as writer and producer.

CONQUEST ALLIANCE Co. Inc., New York, announces election of Fred R. Jones as director, Albert M. Martinez and Frank F. Morr as vice-presidents, and Leslie Hirstius as secretary.

TOM F. HARRINGTON, Pacific Coast manager of Young & Rubicam Inc., has returned from New York to his Hollywood office.

WENDELL W. PHIPPS, formerly of Beaumont & Hohman Inc., Los Angeles, has joined Hanff-Metzger Inc., that city, as copy director and account executive.

HAROLD HOLMAN has been added to the sales staff of the William G. Rambeau Chicago office. Mr. Holman was associated with Paul Block & Associates, Chicago, for eight years.

GUY MOORE and Jack Smith, both new to radio, have joined the staff of Lisle Sheldon Radio Advertising, Los Angeles, as junior account executives.

RICHARD CARROLL, radio executive in the New York office of Lord & Thomas, was in Hollywood early in April in connection with a new radio program.

ED ETTINGER of New York, has joined the Hollywood continuity staff of Ruthrauff & Ryan Inc.

IRVING FOGEL, production manager of Associated Cinema Studios, Hollywood transcription concern, has established Irving Fogel Adv. Agency, at 1585 Cross-Roads-of-the-World, that city, but will retain his other association. William James, formerly on the sales staff of KHJ, Los Angeles, has joined the new agency as account executive.

BURTON LAMBERT, of the New York staff of Hearst Radio Inc., and Mrs. Lambert are parents of an 8 lb. daughter, born April 8.

Holcomb to New York

LAWRENCE HOLCOMB, continuity editor of NBC, Central Division, Chicago, and radio executive since 1930, on May 1 returns to his former post as radio director of Fletcher & Ellis Inc., New York. Prior to joining NBC in 1935 Mr. Holcomb was for nearly two years radio director of Fletcher & Ellis and before that served as radio account executive for Joseph Katz Co., New York. Mr. Holcomb is well known as a radio writer and producer, having written the famous *Skyscraper; Frontier Days; Big Guns; Happy Landings* and *Ward's Family Theatre* for Ward Baking Co.; and, during the past season, *Tom Mix* sponsored by Ralston-Purina Co., St. Louis. He planned and produced a program for Simmons Co., featuring Mrs. Franklin D. Roosevelt in her first regular commercial series after Mr. Roosevelt's inauguration as President. As continuity editor of NBC, Mr. Holcomb has developed the response on premium offers in dramatic programs by dramatizing the premium in the story itself for about a week prior to the actual offer.

E. KATZ SPECIAL ADVERTISING AGENCY, Chicago, has enlarged its quarters and has added three men to the sales staff, bringing the total number of salesmen working out of the Chicago office to seven. The new men are as follows: Davis Kirby, transferred from the Katz Detroit office; Stanley Ruehlman, formerly of the Hearst Publications, Chicago; Richard Nichols, formerly of Modern Advertising, Chicago.

H. K. CONOVER, Chicago, has assumed national sales representation of WBTM, Danville, Va., and KTEM, Temple, Tex., bringing the total list of stations it is representing to 14. H. Keith Conover, president of the H. K. Conover Co. reports that his firm is also representing the following stations: WBNX (exclusive of foreign language programs), KXBY, WJBK, (exclusive of foreign lanlanguage programs), WAAT, KVOA, WKBZ, WLBC, WTAX, WJBL, KYOS, KCMC and KFRO.

WESTERN ADVERTISERS, new Los Angeles advertising agency has been established by A. F. Nelson, George F. Barbour and H. A. P. Polite, well-known in national radio and advertising. Nelson was formerly associated with Metropolitan Advertising Co. Inc. New York.

HUGH BOICE Jr. has resigned from the sales staff of WNEW, New York, to join Biow Co. Inc., that city.

KELSEY, PICKERING Co. Inc. has been formed with offices at 630 Fifth Ave. New York, by merger of Alfred Rooney Co. Inc., and Kelsey, Prins & Keifer Inc. Officials are: Baxter Pickering, president; C. Tyler Kelsey, executive vice-president and treasurer; Gayle Bishop, secretary and space buyer; George F. Haller, assistant treasurer; H. Sumner Sternberg, merchandising counsel; Vincent P. Downey, general counsel.

ZINN & MEYER Inc. and David Rosen & Associates New York, recently effected a merger, with the Zinn & Meyer name being continued. David Rosen is chairman of the board, Richard A. Zinn, president, and Jerome S. Meyer secretary. Offices will be maintained at 535 Fifth Ave., for executive functions, and the old Zinn & Meyer offices at 1819 Broadway will be continued.

COMPTON ADVERTISING Inc. opened its new Chicago branch April 5 with Felix DyckHoff, transferred from the New York office, in charge. DyckHoff together with Miss Hilsdorf, his secretary, who was also transferred from New York, will probably form the nucleus of a much larger organization. At present Mr. DyckHoff is supervising the *Mary Marlin, Vic & Sade*, and *Guiding Light* programs, all emanating from Chicago.

TED SCHNEIDER, formerly night manager of WHN, New York, has joined the staff of Jay Lewis Associates, New York, as production director of the agency. He is also account executive for the account of A. N. Smallwood & Co., real estate firm of Smallwood, N. Y., which has just started a series of five quarter-hour broadcasts weekly on WOR, Newark.

KFOR, Lincoln, has a national advertising representative for the first time, having signed with Weed & Co.

G. B. BRADSHAW, formerly production manager of Norman W. Tolle & Associates, San Diego, has joined Scholts Adv. Service, Los Angeles, as account executive.

A. C. UHLHORN, formerly sales manager of San Francisco Broadcasting Co., San Francisco radio advertising agency, has moved to Hollywood.

GERARD CLOUTMAN, studio contactor for Edington & Vincent Inc., Hollywood artists representatives, has been placed in charge of that organization's newly-created radio department.

DONALD S. SHAW, assistant to H. K. McCann, president McCann-Erickson Inc., New York, was in Hollywood early in April to confer with Jack Hasty producer of *Twin Stars*, weekly CBS transcontinental program sponsored by National Biscuit Co.

WEST COAST FEATURES, has been formed at 570 North Coronado St., Los Angeles, by Walt Clay and associates. Organization is specializing in building and producing radio shows to order for sponsors, working in conjunction with advertising agencies.

PAT WEAVER, Young & Rubicam, producer in New York arrived in Hollywood early this month to assist Everard Meade, the agency's producer on the new *Burns & Allen* program which started April 12 on NBC under sponsorship of General Foods Corp. (Grapenuts). Frank Smith, Young & Rubicam account executive, was also in Hollywood for the start of the program.

PACIFIC ADV. CLUBS Assn. moved its headquarters April 1 to 645 Rialto Bldg., San Francisco.

M. H. HACKETT Inc., New York advertising agency has moved to 9 Rockefeller Plaza.

JULIAN FRANK, Chicago advertising agency at 59 E. Van Buren St., moved April 12 into larger quarters at the same address.

Making History—
IN MORE WAYS THAN ONE

Furniture sales are running 300% above the same period in 1936 . . .

* * *

Two of Louisville's largest Department Stores shattered all records in the history for one day's sales . . .

* * *

Wholesale sales, bank debits and clearings and other important business indices reflect the exceptional prosperity of this important market which can be reached and sold through . . .

WHAS

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

Owned and operated by The Louisville Times Company, Publishers of

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

POWER TO SELL!

Your Prospects Are Friends of WSOC

WSOC is known as a friendly station. Our honest effort to serve our listeners has gained their respect and confidence. A trial will convince you, too, that WSOC has the POWER to move merchandise in volume.

WSOC Charlotte, N.C. an NBC Affiliate

Ruthrauff & Ryan Staff In Hollywood Is Shifted

EDMUND (Tiny) RUFFNER, formerly of Benton & Bowles Inc., New York, has assumed full charge of the Hollywood radio department of Ruthrauff & Ryan Inc., working under Myron Kirk, vice-president in charge of radio, until the latter returns east this month. Mr. Ruffner then takes full charge. Mr. Kirk will spend his time between New York and Hollywood. He is scheduled to leave the West Coast late this month with F. B. Ryan, president of Ruthrauff & Ryan Inc., who is in Hollywood to look over the agency's offices. Mr. Ruffner is personally supervising production of the *Al Jolson Show*, sponsored by Lever Bros. Co. (Rinso & Lifebuoy). Ben Larson continues to produce the *Original Community Sing* sponsored by Gillette Safety Razor Co., and Nate Tufts, the *Joe Penner Show* sponsored by R. B. Davis Co. (Cocomalt), all of which emanate from Hollywood on CBS.

Cecil Underwood, producer, Ed Dunham and Hal Fimberg, continuity writers, have left the Hollywood staff of Ruthrauff & Ryan. Trio handled the *Al Jolson Show*. Mr. Underwood will remain in Hollywood where he will shortly announce his new affiliation. Mr. Dunham has returned to New York. Mr. Fimberg will also remain in Hollywood and do motion picture script work.

Chicago Staff Enlarged By J. Walter Thompson

WITH the recent addition of Lou Jackobson, formerly of WBBM-CBS, to the production staff at the J. Walter Thompson Co., Chicago, the agency's radio personnel now numbers five. Dick Marvin is head of the radio department with Mr. Jackobson now handling production for the *Bowman Fireside Theatre* and *The Northerners* programs while Buckingham Gunn is now supervising the new Kraftone children's program which began on WBBM April 12. Gene Fromherz is in charge of the spot department with J. Morse Ely, also a newcomer, assisting both in the production and spot divisions of the radio department. In addition to the above five, Miss Margaret Wylie aids Mr. Fromherz in the spot division while Miss Bunny Daniels is in charge of all radio publicity. J. Walter Thompson recently expanded its Chicago office and is currently occupying a floor and a half in the Wrigley Bldg.

HENRY Q. HAWES, vice-president and general manager of McCann-Erickson Inc., on the Pacific Coast, recently announced promotion of four executives of the agency. Appointments as vice-presidents were received by Roswell H. Cochran, Fred H. McCrea and C. E. Persons. Walter A. Burke was appointed to assistant manager. All four men have 18 continuous years of experience with McCann-Erickson. McCann-Erickson Inc., now has offices in San Francisco, Los Angeles, Portland, Seattle and 14 other branches.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO

Studio 'Shutup Strike'

SO YOU WON'T TALK—Everyone else is doing it, so the four announcers of WROK, Rockford, Ill. decided to stage their own "sit-down" protest in the form of a "shut-up" strike, believed to be the first of its kind in the industry. All in fun, each of the announcers, shown in the picture, held out for a special concession. George Menard, left, insisted on free samples of all items, from hairpins to automobiles, which announcers must advertise in commercial announcements. William Traum, center, wanted a free lunch counter in all studios for the exclusive use of announcers. Morey Owens, right, held out for distinctive uniforms with gold braid for announcers, and Claude Kirchner, standing in rear, wanted strawberry ice cream sundaes delivered to each announcer on the hour every hour.

Social Song

BILL EGOLF, commercial manager, and Hillis Bell, salesman, of KVOO, Tulsa, both musicians are composers of the new song hit "I'm In Love With 234-0-567," which Rudy Valee introduced on his *Royal Gelatin Variety* Hour on NBC-Red recently and repeated on a second program by request. Bell wrote the music, Egolf the lyrics. They report they were inspired to write the song by the numbers on their Social Security Cards.

Sell it to Cohen
Thru—
WLTH Jewish Radio Station
WLTH—
is helping New York City's Jewish masses to become assimilated . . . .
—teaching American customs . . . .
—advertising American products . . . .
SAMUEL GELLARD
WLTH, 105 2nd Ave., N. Y. C.
Roesler and Howard, National Rep.

WTFI's Atlanta Move Is Scheduled for Aug. 1

WTFI, Athens, Ga., will be on the air as an Atlanta station, with the call WAGA by Aug. 1, under present plans. Harold A. Lafount, former radio commissioner and a stockholder in the station, which will be operated by a corporation affiliated with the *Atlanta Journal*, also owners of WSB, asserted April 10 upon his return from Atlanta, that work is going forward on construction. While no contracts have been signed, the station is expected to become an NBC-Blue outlet, at which time WSB will become a basic Red station.

Approximately $50,000 is being invested in the station plant. A 10-acre plot of land has been purchased three miles from Atlanta's business district and a transmitter is now being built. Full RCA equipment is being installed, together with a 375-foot Truscon vertical radiator. Installation is under the supervision of H. W. Holt, construction engineer. Studios will be located in downtown Atlanta at a site yet to be selected. The station operates on 1450 kc. with 500 watts day and night. FCC Broadcast Division recently authorized the removal of the station to Atlanta and approved the new transmitter site. Arde Bulova, New York watch manufacturer, is principal owner.

ALTHOUGH the Philippine government still has under consideration the nationalization of broadcasting in the islands, KRZM has ordered a new 400-foot vertical radiator and plans to operate with 50,000 watts by early summer. Earlanger & Galinger Inc. own KRZM, which uses 618.5 kc.

JUST RELEASED
Laundry Dry Cleaning Radioaids
32 Episodes
Also
Your Local Ice Cream Manufacturer Will Want Ice Cream Radioaids
wire or write
"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.
1585 Cross-Roads of the World
Hollywood, California
Also Available
Laundry Loan
Bread Furniture
Used Car Jewelry
RADIOAIDS

THE WOMEN SPEAK!!

Of the six programs selected for the Women's National Radio Committee's annual awards, four were CBS programs . . .

1. BEST MUSICAL PROGRAM—The Ford Motor Company's Sunday Hour.
2. BEST NEWS PROGRAM—Philco's Boake Carter news presentations.
3. BEST CHILDREN'S PROGRAM—Dorothy Gordon's Children's Corner.
4. BEST DRAMATIC PROGRAM—Lever Brothers' Lux Radio Theatre.

KOMA is proud that it offers its listeners all four of these outstanding programs in its regular program service.

This is a combination hard to beat. Your message should be here, too.

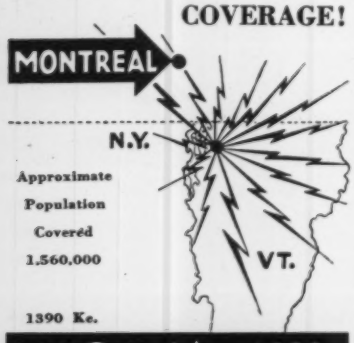
5000 Watts **KOMA** 1480 Kilocycles

The Most Powerful Full Time Station in the State
Oklahoma City, Oklahoma
National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

D-X Gas Discs

MID-CONTINENT PETROLEUM Co., Tulsa, Okla. (D-X gasoline and motor oil), is starting *Diamond D-X*, quarter-hour WBS-transcribed musical and dramatic series to be broadcast twice weekly for 13 weeks on a list of Midwest stations. New series, which succeeds *Diamond City News* with some changes and additions to the list of stations, is placed through R. J. Potts & Co., Kansas City, on KOA, WHDF, WMT, WGN, KGGF, KFRU, WHO, WGBF, WEBC, KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMOX, WBOW, KTUL, WOC, KWTO, KSOO.

LOWEST COST COVERAGE!



WQDM 1000 WATTS
St. Albans, Vermont

STUDIO NOTES

WDRC, Hartford, has spelled its call letters 10-feet high in a new neon sign atop the Hartford-Connecticut Trust Co. Bldg. When it was dedicated recently listeners were asked to call the studio if they could see the sign from their homes and the conversations were broadcast.

FROM being the first and only 5-watt commercial broadcasting station in the United States, WQDM, St. Albans, Vt., went to 100 watts a few years ago and his year joined the 1,000-watt daytime class. Being close to the Canadian border, it claims to be the only American independent outlet whose coverage reaches out to embrace Montreal.

THREE local sponsors have signed for the *Do You Want a Job?* series on WCKY, Cincinnati, a program of interviews of the unemployed conducted by Bob Kliment, staff announcer. Sponsors are Norge Refrigerator dealers, Bunselmeier & Lind & Crosson's Electric Shop, Cincinnati, and the Coppinshop, Covington, Ky.

WIBU, Poynette, Wis., has started a daily half-hour program titled *Si & Maranda* featuring Mart Hayes, champion old time fiddler, and his wife from its Portage studios. Announced by Russ Salter the program is sponsored by Maraschowski's Complete Food Stores.

WJR, Detroit, broadcast the one-thousandth program of its *Household Musical Clock* April 2, an early morning daily program announced by Ralph Patt with Edgar A. Guest Jr. as commentator. Household Finance Corp., Chicago (family financial service) is sponsor.

WDOD, Chattanooga, celebrated its 12th anniversary during the week of April 12 by broadcasting old favorite programs.

SPEAKERS AT WKRC—When WKRC, Cincinnati, CBS-owned outlet, dedicated its new studios last month, there was much fanfare and speech-making. Among the speakers were (front row), left to right, Frederic A. Willis, assistant to President William S. Paley of CBS and Frank Dieringer, WKRC chief engineer. Back row, left to right: Dan M. Myers, manager of Hotel Alms, where station is located; Mayor Russell Wilson of Cincinnati and John McCormick, WKRC assistant manager.

MYRON DUTTON, NBC Hollywood producer, is promoting a badminton tournament at the network's studios in that city, with playoff April 21, 23. Entrance fee is $1, which goes for a permanent trophy. Signed to participate are Sydney Dixon, NBC western division assistant sales manager; John Swallow, studio manager; Walter Baker, office manager; Marvin Young, production manager; Donald De Wolfe, chief engineer; Clinton (Buddy) Twiss, announcer, and Harold Bock, head of the Hollywood press department. NBC recently erected a badminton court on the roof of the Hollywood studios for members of its staff.

ALFRED WALLENSTEIN, whose *Sinfonietta* broadcasts over MBS network were recently for the third consecutive year given honorable mention by the Women's National Radio Committee, has been engaged as permanent conductor of the *Voice of Firestone* concerts, sponsored by the Firestone Tire & Rubber Co., Akron, on NBC-Red, Mondays from 8:30 to 9 p. m. He succeeds the late William Daly, and was appointed following several appearances as guest conductor.

AN NBC Athletic Association has been formed by employes of the network, representing almost every branch of sport. The association plans to conduct inter-departmental as well as individual competition and possibly to enter NBC teams against those of other companies in open competitive sports events.

KEHE, Los Angeles, will formally open its new building at 141 N. Vermont Avenue, with a three-day celebration starting April 26. Structure, which will cost approximately $300,000 completed, is said to be one of the finest equipped in the country. Besides executive and sales offices it includes a theatre-studio seating 300 persons; two large studios for orchestral and ensemble work, with two smaller ones for lectures and drama and one for rehearsals. Special broadcasts on the California Radio System of which KEHE is a unit, are planned.

WGN will increase its rates approximately 25% on May 10, making its daytime rates the highest in Chicago and its night time rates equal to that of WLS and WBBM, currently the highest priced stations in Chicago. The one-time rate for one hour nights will be $750—the same as WLS and WBBM and $30 higher than the two Chicago NBC stations, WMAQ and WENR, whose $720 per hour rate became effective April 1. The WGN daytime rates will be 60% of its nighttime charges instead of the 50% usually charged by the other stations.

RECENTLY awarded a plaque and the title of "First Radio Station in Farm Service," WLS, Chicago, on April 12 celebrated its 13th anniversary. The night it went on the air in 1924, then under ownership of Sears Roebuck, it introduced its "celebrity" night with Gloria Swanson, Ethel Barrymore, the Duncan Sisters Jane Addams, William S. Hart and Arthur Brisbane.

WMAQ, Chicago, observed its 15th birthday April 13. The station is now the oldest in Chicago, having broadcast its first program on April 13, 1922, as WBU.

WCAU, Philadelphia, announces the release of a brochure 8 *Steps Toward Tomorrow* containing engineering data on its 50,000-watt station and its shortwave stations, W3XAU and W3XEO.

WDRC, Hartford, has installed a dark room under the supervision of Gilbert Bayek to facilitate the processing of films.

Dr. Pepper Expands

DR. PEPPER Co., Dallas (soft drink) on April 4 started its third continuous year on the air with *The Pepper-Uppers* variety program and has added WAVE, WIS, WAPO and WROL to the tailor-made network, of Southern stations built around Texas Quality Network, Sundays, 5:30-6 p. m. Other stations are WFAA, WOAI, KPRC, WWNC, WSOC, WFBC, WMAZ, WSB, WAPI, WJDX, WSM, WMC, KARK, KTBS, KVOO, WKY, KSD, KGNC. The program originates at WFAA and is placed by the Dallas office of Tracy-Locke-Dawson Inc.

THE MOST POWERFUL STATION

between *St. Louis Dallas and Denver*

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

APPEAL!

The MORNING BULLETIN BOARD

America's Perfect Morning Variety Show for Radio Stations

WITH *ALL* OF THE BASIC HUMAN APPEALS:

ROMANCE	VANITY	HUMOR
SCIENCE	FOOD	CURIOSITY
RELIGION	SUPERSTITION	KNOWLEDGE

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
Write for free sample script and the Sales Package

RADIO SALES

TAKES PLEASURE IN ANNOUNCING THAT IT IS NOW THE *EXCLUSIVE* REPRESENTATIVE FOR

KNX, LOS ANGELES

and takes equal pleasure

in *repeating* that it is the exclusive national representative for the sale of spot time on the Columbia Network stations in 8 *other* major American markets:

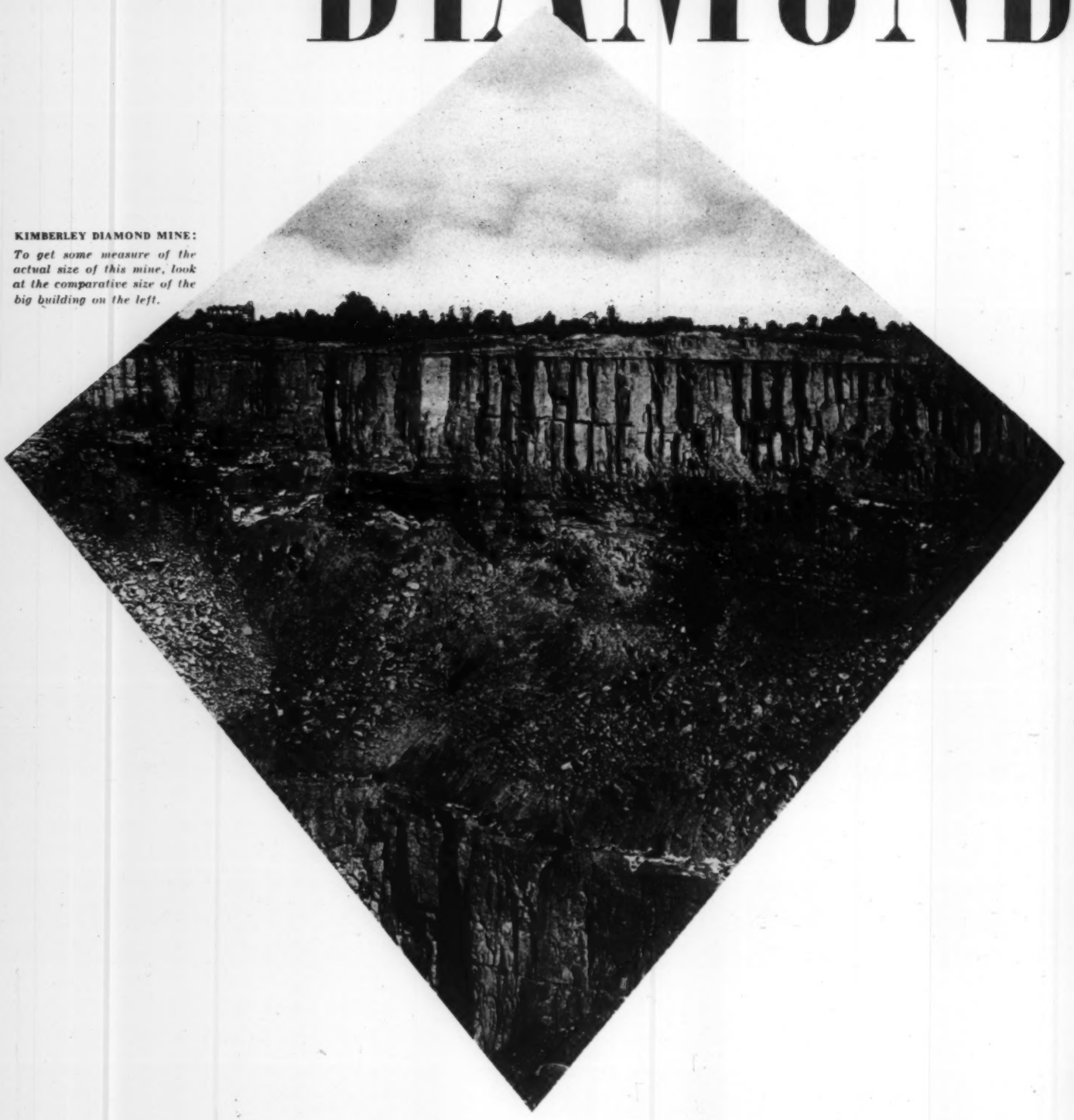
WABC	☆ NEW YORK	☆	50,000 watts
WBBM	☆ CHICAGO	☆	50,000 watts
KMOX	☆ ST LOUIS	☆	50,000 watts
WCCO	☆ MINN.-ST PAUL	☆	50,000 watts
WBT	☆ CHARLOTTE	☆	50,000 watts
WJSV	☆ WASHINGTON	☆	10,000 watts
WEEI	☆ BOSTON	☆	5,000 watts (day) 1,000 watts (night)
WKRC	☆ CINCINNATI	☆	5,000 watts (day) 1,000 watts (night)

RADIO SALES also represents the COLUMBIA PACIFIC NETWORK—in conjunction with the Sales Department of the Columbia Broadcasting System.

INFORMATION on live talent, programs, and open time available for any of these stations is yours on request at any RADIO SALES office.

RADIO SALES—a division of the COLUMBIA BROADCASTING SYSTEM. Offices: NEW YORK, 485 Madison Ave., WIckersham 2-2000 · CHICAGO, 410 N. Michigan Ave., WHItehall 6000 · DETROIT, Fisher Bldg., TRinity 2-5500 LOS ANGELES, 5939 Sunset Boulevard, HOLlywood 3101 · SAN FRANCISCO, 601 Russ Bldg., GARfield 4700

DIAMOND



KIMBERLEY DIAMOND MINE: *To get some measure of the actual size of this mine, look at the comparative size of the big building on the left.*

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XUM

DHUNTING ?

In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

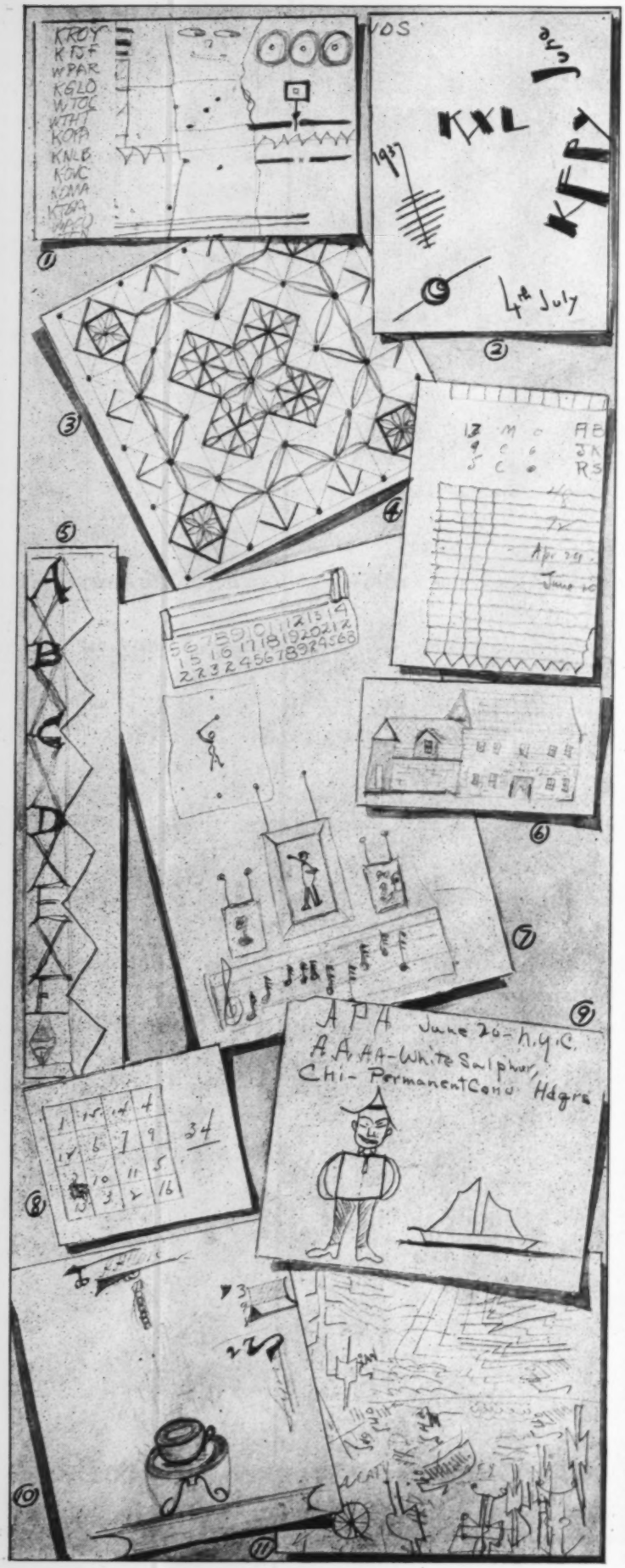
There are hours on the air *next-door* to the "discovered" hours of radio—*less than a minute away from radio's "established" audiences.* Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them; these rich hours available on the Columbia Network.

CBS

THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York

XUM



AS NAB DIRECTORS DOODLED AWAY

WHEN the NAB board of directors met in Washington April 7 to select site and date of the 1937 convention, and otherwise to save the industry, there were plenty of pencils and pads about the boardroom table, as shown by the adjoining art collection. John Patt, aggressive general manager of WGAR, Cleveland, assembled this enviable collection of doodles. He admits he purloined the idea from the composite photograph of doodling antics of NBC station executives, published in the March 15 issue of BROADCASTING.

These doodling experts who use orthodox rather than pixilated technique, contributed the adjoining gems: (1) Arthur Church, KMBC, Kansas City, who may have had in mind formation of a new network. (2) T. W. Symons Jr., who, as his doodle denotes, is the operator of KFPY, Spokane, and also KXL, Portland. (3) John Elmer, WCBM, Baltimore, NAB vice-president, and from the appearance of his doodle, as good a floor mat designer as ever ran a radio station. (4) Joseph O. Maland, WHO, Des Moines, NAB cow-milking champion and/or challenger, whose mind wasn't on cows. (5) NAB President C. W. Myers, KOIN-KALE, Portland, Ore., just plain doodles. (6) Mr. Patt, who doodled with an objective, which appears to be a house, Colonial type. (7) Harry C. Butcher, CBS Washington vice-president, who evidently does his golfing to music. (8) E. W. Craig, WSM, Nashville, whose doodle might be anything from a game of Beano to a calculation of his station's time problems. (9) Gene O'Fallon, KFEL, Denver, who seems to have a Rocky Mountain dream-boat in mind, plus other conventions. (10) Edward A. Allen, WLVA, Lynchburg, hankering for a cup of coffee. (11) Harold V. Hough, WBAP, Fort Worth, could unquestionably inscribe the history of copyright on the head of a pin.

Missing are the doodles of such attending board members as Gardner Cowles, Jr., KSO-KRNT, Des Moines; Frank M. Russell, NBC Washington vice-president; John J. Gillin Jr., WOW, Omaha; Gordon Persons, WSFA, Montgomery and Managing Director James W. Baldwin, who were either too busy to doodle or contributed handiwork not particularly adaptable to publication.

NAB Board Meeting

(*Continued from page 12*)

by the Managing Director which had as its main objective the creation of a library of one hundred hours of music based primarily on music in the public domain. The production and recording of the first 10 hours of music signals the execution of the plan which won the almost universal approval of the NAB members at the 14th annual convention.

The success of the NAB's efforts in building a so-called public domain library is expected to be judged by the ability of the arranging staff to modernize the old musical selections and make them conform to present day needs. This ability on the part of the Bureau of Copyrights is well demonstrated in the variety contained in the first 10 hours including the popular swing dance numbers and other modern arrangements.

The creation of an independent supply of music for radio broadcasting should win the hearty approval of those representatives of the ASCAP, who for several years have publicly criticized the use of popular music by radio broadcasting stations and charged that the radio broadcasting industry was responsible for "killing" the sales of popular sheet music. Also, it is expected that the NAB accomplishments in creating for radio a supply of music based primarily on musical selections in the public domain will be cheered by those who have complained so vigorously against the use of phonograph records by radio broadcasting stations.

With the creation of a new corporation which has been authorized by the Board of Directors and which will handle all the business details incidental to distributing the music, definite proposals including cost of materials (recording and sheet music) will be formally submitted to the membership. It is expected that distribution will begin within 30 to 60 days.

Practically all of the morning session, following selection of the convention city, was devoted to discussion of the Congressional legislative horizon. There was considerable debate on the Connery Resolution (HRes-79), proposing an investigation of alleged network monopolies and purported trafficking in radio licenses, etc.; on the recent outburst of Senator White (R.-Me.), on broadcasting conditions generally; on broadcast rates in relation to the Washington scene; and on kindred matters. In addition, there was discussion of impending allocation plans, notably in the light of the recent North American Conference in Havana, a portion of which was attended by Managing Director Baldwin.

All but four board members were present. Absentees were L. B. Wilson, WCKY; Alfred J. McCosker, WOR; W. Wright Gedge, WMBC, and Ralph Brunton, KJBS.

FCC MAY REVISE RULE ON LAWYERS

PERSISTENT agitation over the so-called two-year rule of the FCC, which forbids attorneys leaving its staff from practicing before that body for two years following departure, may culminate in a revision of the restrictive regulation.

Aside from internal opposition to the proposal, it has developed that Senator Wheeler (D.-Mont.) last month wrote the FCC inquiring about the rule and advocating that it be broadened to encompass engineers and accountants. He first wrote the FCC asking about the rule (Rule 101.7) and afterward indicated his view that it should be broadened on the ground that engineers and accountants are in a position to perform more effectively in private practice and immediately upon leaving the FCC than are attorneys.

It is probable the FCC, at a future en banc meeting will review the entire situation with respect to the two year rule, promulgated more than a year ago. Adoption of a broadened provision, making it applicable to engineers and accountants as well as lawyers, probably would result in several resignations.

Pacific Advertisers Plan June Session

Salt Lake City Convention to Cover Radio Extensively

SPOKESMEN for radio and advertising from all parts of the West Coast will attend the 34th annual convention of the Pacific Advertising Clubs Association to be held in Salt Lake City June 13-17.

Lou Townsend, president of the organization and general advertising director of Bank of America National Trust & Savings Assn., San Francisco, has appointed Harrison Holliway, general manager of KFI-KECA, Los Angeles, as chairman of the radio departmental session scheduled for June 15. His committee consists of Earl J. Glade, manager, KSL, Salt Lake City, vice-chairman; Harry Anderson, NBC western division sales manager, San Francisco; John M. Dolph, CBS Pacific Division assistant manager, Hollywood; H. J. Quilliam, manager, KIRO, Seattle; Walter A. Burke, radio director, McCann-Erickson Inc., Earle H. Smith, Pacific Coast manager, Edward Petry & Co. Inc., and Lindsey Spight, Pacific Coast manager, John Blair & Co., all of San Francisco.

General theme of the conclave will be "The University of Advertising" and Mr. Holliway has titled the radio departmental session "An Extra Curriculum in Radio". He has mapped out one of the most elaborate programs on radio ever presented, divided into four parts:

Radio Establishes Its Market. Among the points under this title will be an effort to further the establishment of a universal formula for the preparation of coverage maps.

Selling Radio As a Medium—An effort will be made to have case histories on 30 or 40 notable examples of successful local, regional network, national network and transcription programs. These will be brief and in general will answer the question "What is the secret of your success?"

Using Radio for Sales—Tentatively this is designed to give the 100-watt stations an opportunity to be heard.

The Future of Radio—A "brass tacks" discussion.

CAP'N LOVES SEA—And just about every day during the winter season found Mr. and Mrs. L. B. Wilson out cruising in their new yacht out of the wharf that abuts their Miami Beach home. Mr. Wilson, operator of WCKY, Cincinnati, planned to return to the station about April 15.

Kellogg Sports Series On WJJD Will Entail $130,000 Expenditure

KELLOGG Co., Battle Creek, Mich., is spending approximately $130,000 for time and talent on WJJD, Chicago, to broadcast play-by-play accounts of the two Chicago major league baseball teams. For the 23½-week period from April 2 through September, the cereal company will sponsor exhibition games between the Chicago Cubs and White Sox as well as all the league games.

From April 2 to 7, WJJD broadcast for Kellogg Co. exhibition games played by the two Chicago teams in Southwestern towns en route to Chicago. Line costs of approximately $10,000 were involved. The games were played in Yuma, Phoenix, Tucson, Bisbee and El Paso. From April 8 to 15, Western Union reports were broadcast on other interleague exhibition games and on April 16, 17 and 18 Kellogg was to sponsor the intercity series between the Cubs and the White Sox.

John Harrington, WBBM sports announcer, will handle the play-by-play accounts during the season. In addition, prominent guest broadcasters, including motion picture stars and famous former baseball players will be used by Kellogg for the WJJD series.

A NEW director of German radio activities, Heinrich Glasmeier, formerly broadcasting director at Cologne, was named recently—his title to be Reich Intendant. German radio is governmentally operated under the Nazi Ministry of Propaganda.

Princess Pat Tests

PRINCESS PAT Ltd., Chicago, will go on either WENR or WMAQ, Chicago, very shortly with a novelty comedy program called *Pat & Hank* to promote Princess Pat Lipstick. This will be in addition to *A Tale of Today* (Princess Pat Powder) now on 13 NBC-Red stations, Sundays, 6:30-7 p. m. The new show program was written by Hal Raynor, writer for Joe Penner, and author of *Wooley the Moth*, another novelty script. If the series is successful in Chicago it will be expanded to network proportions. McJunkin Adv. Co., Chicago, is the agency.

CAROL TORNROTH, formerly with Irving Berlin Co., Los Angeles, has joined Music Corp. of America in that city, and is handling radio contacts.

Announcing:

---wood---

RADIO PRODUCTIONS

"Fourteen Years at the Microphone"

A Broadcast Executive

Production • Programming

Publicity • Continuity

Announcer

GEO. R. WOOD

IN HOLLYWOOD, CALIF.

220 Markham Bldg.

. . . wood words sell . . .

The largest, wealthiest, most populated area in the country covered Exclusively by One advertising medium is the Southwest — through the

TEXAS QUALITY NETWORK

whose member stations are far and away FIRST in the listening habits of their respective coverage areas.

National Representatives
Edward Petry & Co., Inc.

50,000 WATTS	50,000 WATTS	50,000 WATTS	5,000 WATTS
WFAA	**WBAP**	**WOAI**	**KPRC**
DALLAS	FORT WORTH	SAN ANTONIO	HOUSTON

WKZO

KALAMAZOO

MARKET

PERFECT TEST

MRN

1000 WATTS 590 K.I.LO.

. . . THE NATIONS

HERE'S A MILLION!

A million people—50% of the population of Michigan outside of the Detroit trading area, live in the area served by WKZO.

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • Small and Brewer Inc.

KFQD, Alaska Station, Acquired by McDonald, Expands Plant, Service

HAVING recently taken over the controlling ownership of KFQD, Anchorage, Alaska, R. E. McDonald, Anchorage realty man and manager of the station, reports that the plant has been reconditioned with new studios and an auditorium seating 100, and with Collins and RCA equipment. William J. Wagner, for the last seven years with the Alaska communications system operated by the U. S. Army Signal Corps, has joined KFQD as chief engineer and Ken Laughlin, of the Cornish School of Music, Seattle, has been named program director. Hal Noggle is handling all news broadcasts, a major feature of the station on which commercial vessels in the Gulf of Alaska and Bering Sea depend not only for news but for daily radio bearings.

KFQD, Mr. McDonald reports, has been on the air since May, 1924, and is the oldest station in Alaska. Its newscasts for the Seattle Fur Exchange and the National Grocery Co., Seattle, the former placed by Milne & Co. and the latter by Izzard & Co., Seattle agencies, have been on the station on a thrice-weekly basis since October, 1931. Mr. McDonald secured control by purchasing interests of Edward Lowe Jr., San Francisco business man, and J. P. Hannon, of Anchorage.

Too Much Time

WSAJ, college station at Grove Park, Pa., has applied for a time reduction from two days weekly 7:30-10:30 p. m. to two days weekly 7:15-8:45 p. m. The application to the FCC stated that the college didn't have sufficient program material to fill the time.

LIGHT music (32.32%), variety (5.92%) and dance music (5.78%) accounted for nearly half the program time of the British Broadcasting Corp. during 1936, according to its annual report. News talks and reading occupied 16.69%, drama 4.3%, serious music 14.67%, *Children's Hour* 8.08%, religion 4.16% and records 8.08%.

WBNS
COLUMBUS, OHIO
best for test!
Twenty-seven National Advertisers Now Using WBNS, Columbus.
ONLY CENTRAL OHIO CBS OUTLET
Reps. JOHN BLAIR AND CO.

Showmanship!
• Buffalo fans couldn't all go to the Florida training camps, so BBC brought the training camps to Buffalo. Roger Baker, BBC's nationally known sports commentator, went to Florida, leased direct telephone lines to Buffalo, broadcast play-by-play descriptions of the Bison's training camp games.
• That's showmanship . . . BBC showmanship that consistently clicks in the country's tenth market.
WGR The Ends of the Dial WKBW
OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORP.
REPRESENTED BY FREE & PETERS, INC.

MEASURING SPECIAL FEATURES

Promotional, Service and Good-Will Factors Offset Expense of Remote Programs

TRAFFIC STOPPERS — Native New Yorkers became rubbernecks recently when this quaint vehicle came down Fifth Ave. Beatrice Lillie, in fur coat, is flanked by Announcer Dave Driscoll and Cobina Wright. Charlie Barrie, noted "whip", is driving. Up front are sons of Mrs. Louise Kaiser, owner of the coach and four. On rear seat are Ilka Chase and Jerome Zerbe.

IN TERMS of dollars the special features department of any broadcasting system turns up on the red side of the balance ledgers. But in terms of good-will, service and promotion, a special feature broadcast well planned, publicized and executed builds friends and interest in the station that cannot be calculated in the cold denomination of dollars and cents.

Shortly before Easter WOR's special featuremen Dave Driscoll and Jerry Danzig went into conference, scratched their heads for a new idea and came up smiling. The result was a "coach and four" drawn by prize-winning hackney ponies that literally stopped Easter paraders who rubbed their eyes as they saw the first coach in 20 years roll down Fifth Ave.

Maroon-liveried footmen, formal clothes for men, orchids for the women added to the spectacle. To give the coaching party newspaper names Dr. Danzig and Mr. Driscoll invited Mrs. Cobina Wright, Beatrice Lillie. Ilka Chase, Jerome Zerbe Jr. to ride. Lest paraders fail to know under whose aegis the coach had been dispatched station call letters were prominently displayed on the coach while on the technical car—a special model promoted for the occasion—a large Mutual banner further blazoned the network involved.

The result of this Easter special feature was mention in all the large New York dailies. The story was to be found on the front page of the *Herald-Tribune*, in the Easter story of the *Times*, (it was the only broadcasting stunt mentioned), and in the news columns of the *Sun*. The society editors pounced on the names and the *News*, *Mirror*, *Journal* and *American* writers reviewed the coach ride. A tie-in with the Waldorf-Astoria where the party stopped for refreshments produced additional publicity through their resources. The broadcast also fared well with picture desks of the *Sun*, *World Telegram* and the *American*, all of which carried pictures of the coach. A United Press writer who rode with the party covered the feature from a national angle. Newsreel men who took shots as the coach passed did their part, while a crowd of several hundred thousand were made WOR-Mutual conscious as the coach went up and down Fifth Ave.

In the last analysis special features are measured in terms of broadcast enjoyment and publicity. A good press warms the very cockles of a special feature man's heart. Sometimes some insignificant feature breaks into print, where an elaborate and costly broadcast will fail to receive mention. In the case of the Easter coach the cost was moderate, the results splendid.

Kraft Tests in Chicago

KRAFT-PHENIX Corp., Chicago (Kraftone), started *Tomahawk Trail*, children's show, April 12 on a test basis over WBBM, Chicago, 5:30-5:45 (CT), Monday, Wednesday and Friday. If the new program, written by Irving Crump, editor of *Boy's Life*, proves successful, it will go network. The serial depicts the life of a white girl and boy who are being raised by an Indian tribe. J. Walter Thompson Co., Chicago, is agency.

KOMO
5000 Watts L.S.
NBC Red
SEATTLE
WASHINGTON
KJR
5000 Watts
NBC Blue
National Representatives — Edward Petry & Company

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on April 6 started *Vic & Sade* on 30 NBC-Red stations, Tues. 10:45-11 p. m. Agency: Compton Adv. Inc., N. Y.

GENERAL MOTORS CORP., Detroit, (motor cars) on April 1 started for 26 weeks, *Page One Parade* news broadcast with John B. Hughes as commentator, daily on the Mutual-Don Lee network 6:00-6:15 p. m. (PST). Campbell-Ewald of New York, handles the account.

MANHATTAN SOAP SALES Corp., New York, (Sweetheart soap), on April 16 starts for 13 weeks, *Looking at the World* with Thomas Conrad Sawyer, on two NBC-Pacific Red network stations, KPO-KFI. Agency: Milton Weinberg Adv. Co., Los Angeles.

AMERICAN TOBACCO Co., N. Y. (Roi Tan cigars), on April 5 started for 13 weeks *Man to Man*, sports discussions, on 6 CBS Pacific Coast stations, Mon., Wed., Fri., 7:30-7:45 p. m. (PST). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

STANDARD BRANDS Inc. New York (Fleischmann's Yeast), on April 9 started all-colored revue on 29 NBC-Blue stations, Fri., 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on May 9 starts a variety show, starring Don Ameche, Eddie Bergen and Werner Janssen, on 59 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

LOVELY LADY Inc., Chicago (cosmetics), on May 9 starts *Your Parlor Playhouse* on 9 MBS stations, Sun., 10:30-11 p. m. (EDST). Agency: Kirtland-Engel Co., Chicago.

CONSTITUTION SOCIETY OF U. S., Los Angeles (political) on March 26 started for 26 weeks *Talks on Americanism* on 6 California Radio System stations (KEHE, KERN, KMJ, KFBK, KWG, KYA), Wed., 8:15-8:30 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

PUREX CORP Ltd., Los Angeles (bleaching fluid), on April 19 starts for 13 weeks *The In-Laws*, dramatic serial, on 10 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC KFXM, KPMC, KDON, KGDM, KVOE KXO), Mon., thru Fri. 4:45-5 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

GRIFFIN Mfg. Co. Inc., Brooklyn (Griffin All White shoe cleaner), on May 17 starts *Tic-Toc Revue* on 44 NBC-Blue stations, Mon., 7-7:30 p. m. (EDST). Agency: Bermingham, Castleman & Pierce Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on April 12 started *Couple Next Door* on 2 MBS stations (WGN, WLW), Mon. thru Fri., 10:45-11 a. m. (EST) on WGN, and repeat 1:45-2 p. m. (EST) on WLW. After April 26 the repeat will be dropped, both stations taking program 10:45-11 a. m. (EDST). Agency: Blackett-Sample-Hummert Inc., Chicago.

SHERWIN WILLIAMS Co., Cleveland (paint), on April 1 started for 13 weeks in *Woman's Magazine of the Air*, participation program on five NBC-Pacific Red network stations. KTAR, KDYL, KFBK, KMJ, KWG; Thursday 3:45-4 p. m. (PST). Agency: Cecil, Warwick & Cecil, Inc., N. Y.

Renewal Accounts

DR. PEPPER Co., Dallas (soft drink) on April 4 renewed *The Pepper-Uppers* on 22 stations, special Dixie hookup, Sundays, 6:30-7 p. m. Agency: Tracy-Locke-Dawson Inc., Dallas.

AMERICAN TOBACCO CO., New York (Lucky Strike cigarettes), on April 8 renewed *Your Hit Parade & Sweepstakes* on 91 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

Singing Ants!

ENTER the singing ant! Not to be outdone by vocalizing mice stunt broadcasts, Colonial Network, Boston, on April 12 conducted the world's first ant-singing contest by remote control from aboard the U. S. Lines steamship *American Banker*. Formal invitations were sent to attend "a broadcast and press reception for Mrs. Antonio Crisp's flea and ant circus." Roland Winters, WAAB's commentator was assigned the job.

UNION OIL Co., Los Angeles (petroleum products), on April 28 renews for 13 weeks *Thrills*, dramatic serial, on 10 NBC-Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KTAR KDYL, KGIR, KGHL, KFBK, KWG, KMJ, KGU), Wed., 6:30-7 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

PACIFIC COAST BORAX Co., Wilmington, (20 Mule Team borax) on May 18 renews for 52 weeks *Death Valley Days* on 5 NBC-Pacific Red stations KPO, KFI, KGW, KOMO, KHQ. Schedule: May 18-Sept. 21, Tues. 8-8:30 p. m. (PST). Agency: McCann Erickson Inc., San Francisco.

PACKARD MOTOR CAR Co., Detroit (motor cars), on April 27 renews *Packard Hour* starring Fred Astaire for 5 weeks on 67 NBC-Red stations, Tues., 9:30-10:30 p. m. (EDST). Agency: Young & Rubicam Inc., N. Y.

Willys-Overland Plans

WILLYS-OVERLAND Co. Inc., Toledo (autos), is making plans for a coast-to-coast network show, said to be tentatively scheduled for a Sunday evening half-hour period on some 25 MBS stations. United States Adv. Corp., Toledo, will handle the campaign.

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS

WXYZ

DETROIT

PRESENTS

Richard E. Osgood

Mr. Osgood handles the difficult assignment of Fact Finder for the Hickock Oil Company's Hy-Speed Factfinder program. This popular show, broadcast Monday through Friday from 6:15 to 6:30 p.m., sparkles with originality so typical of WXYZ productions. Osgood keeps this program out of the commonplace class by utilizing his ingenuity and rich experience gained as radio playwright, actor and producer on both NBC and Columbia networks. Here, again, Showmanship spells success.

WXYZ

THERE'S ALWAYS A WAY!

Build up your sales in the Detroit and Michigan markets. Call upon WXYZ to produce a show that will attract and hold a vast audience of "buy minded" listeners. Don't put it off any longer. Let us in on your sales problem . . . let us show you how a specially planned, specially built WXYZ show can turn a tremendous tide of purchasing power flowing your way. What ever your appropriation, a WXYZ-built show will give you the most for your advertising dollar.

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York • Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago • Western Office: Russ Building San Francisco, Cal.

"Doing a Peach of a Job in Georgia"

1000 WATTS

WMAZ

MACON, GA.

FTC Complaint

IN A COMPLAINT against Willard Tablet Co. Inc., Chicago, the Federal Trade Commission charges that the company allegedly asserted its preparation "is a competent treatment for stomach and duodenal ulcers, all stomach disorders and hyperacidity, and that it will correct an abnormal acid condition at once." Manhattan Soap Co. Inc., trading under the name Bristol Soap Co., has agreed to cease using fictitious prices on cartons or boxes and to discontinue the word "Doctor" or abbreviation "Dr.".

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Bulova Plans Atlantic Chain

(*Continued from page 11*)

Iraci; WCOP, Boston, owned by the Bulova-Lafount interests; WNBC, New Britain, Conn. and WELI, New Haven. Mr. Lafount recently acquired a 40% interest in WORL, Boston.

In addition, Mr. Bulova owns controlling interest in WTFI, Athens, Ga., now being moved to Atlanta with the call WAGA. This station is expected to become an NBC-Blue outlet. An operating as well as minority ownership arrangement has been made with the *Atlanta Journal*, which owns WSB.

How soon the Bulova-Lafount group will perfect its network is problematical. Plans have been made for the new setup and work probably will be begun as soon as the FCC approves the WLWL sale. Mr. Bulova also is half owner of WNEW, New York, but so far as known, the intention is to keep that station an independent and not align it with the projected net-

WLWL now operates the equivawork.

lent of two hours daily on the 1100 kc. channel but under the deal would shift to 1130 kc. with high power under a consent arrangement. WOV, New York limited-time station now operating on 1130 kc., would relinquish that assignment and its facility would be transferred to WPG, now the dominant station on the 1100 kc. channel. WPG would then operate full time with 1,000 watts on the 1130 kc. channel, with Mr. Bulova paying for the installation of the new equipment and other expenses, estimated at about $25,000.

Last November 24 the FCC Broadcast Division approved the sale of WOV by John Iraci, to Mr. Bulova for $300,000. Mr. Iraci previously had purchased WPEN-WRAX, Philadelphia, which he is now operating. He is still managing WOV.

Under the contract, the deal at this stage is simply for the purchase of WLWL by Mr. Bulova for the $275,000 figure. If the three-way switch is consummated, whereby the three part-time stations (WOV, WPG and WLWL) become two full-time outlets, then WLWL will be deleted, while WOV shifts to the 1100 kc. channel from 1130 kc., with 10,000 watts, and WPG relinquishes its part-time assignment on 1100 kc., with 5,000 watts and assumes a 1,000-watt assignment full time on 1130 kc.

The new New York station would become WOV. Mr. Iraci, now president and general manager of International Broadcasting Corp., operating WOV, it is understood, would become general manager of the new station under Bulova ownership. The new WOV, as a full-time outlet, would continue devoting a portion of its time to Italian language programs of the better class, in which the station has pioneered.

Closes A Bitter Case

With the acquisition of WOV by Mr. Iraci, CBS and the Paulists were prevented from carrying through their original deal whereby the network would have acquired the station. WOV was the key to the entire setup. CBS had sought to clear up the WLWL situation because of the infinite degree of controversy and legislative repercussions this situation had caused over the years. Petitions were heaped upon members of Congress and the issue became one, it is reported, that was taken up by the Catholic press, which adopted an anti-radio viewpoint.

After the CBS end of the deal had collapsed as a result of the WOV purchase, there was much additional recrimination, some of which, it is reported, tied into current Congressional efforts for a radio investigation. The FCC last November also voted denial of the original Paulist petition proposing a "junior reallocation" by which it would have procured full-time which it filed some two years ago. This was far more sweeping than the arrangement it subsequently worked out with CBS.

With the amicable consummation of this transaction, *finis* is written to one of the most bitterly fought cases in FCC history. It has had many repercussions in Congress, including a demand of two years ago that a portion of broadcasting facilities be assigned to educational and religious stations.

In its original plan, WLWL sought to procure a full-time assignment through the switching of eight stations on five clear channels. Afterward, this plan was modified so it could acquire a full-time outlet in New York on the 1100 kc. channel through acquisition of WOV. No application ever was filed for this, however, but it was the basis of discussions between the Paulists and CBS initially and afterward with Bulova.

The problem has been one of the most bothersome to confront the FCC. During these heated exchanges on the transaction, the Paulists at first refused to deal with Bulova on the same basis as they had proposed to deal with CBS. They also attempted the move to have WOV deleted for allegedly improper operation through broadcasting of what they described as obscene programs. The FCC gave WOV a clean bill of health, however.

The original junior reallocation petition would have resulted in the breaking down of two of the five clear channels. It met with the vigorous opposition of practically all of the stations involved, but notably WWL, New Orleans, operated by Loyola University, a Jesuit school. It was after this strenuous opposition that WLWL modified the plan to contemplate the WOV transaction. Stations which have been involved in the Junior reallocation and which were restored to regular status last November 20, when the FCC Broadcast Division denied the Paulist petition in toto, were WWL, New Orleans, WFAA-WBAP, Dallas-Fort Worth; WCCO, Minneapolis; WOV, New York, WPG, Atlantic City, KWKH, Shreveport, WNYC, New York; WJJD, Chicago.

WABY

NBC BLUE OUTLET

COVERS

ALBANY • TROY • SCHENECTADY

Latest Census Retail Distribution

	No. Stores	Employes	Salary	Sales
ALBANY	2,256	9,620	$9,663,000	$79,742,000
SCHENECTADY	1,385	4,575	4,224,000	37,148,000
TROY	1,293	3,519	3,682,000	29,818,000
	4,934	17,714	$17,569,000	$146,708,000

Radio Workshop Plans Summer Session Class

NEW YORK University's Radio Workshop, which cooperates with the Federal Radio Educational Project, is accepting registrations for its summer session July 6 to Aug. 14, to which a maximum of 60 students will be admitted for the courses in radio technique. Requests for admission should include information regarding the applicant's training, experience and present occupation and must be accompanied by a $5 registration fee. The course will cost $50.

The Radio Workshop also announces that it will hold a two-day institute for classroom teachers May 14 and 15. A feature of the institute will be a demonstration of radio equipment for school use. Ned H. Dearborn, dean of the division of general education, is in charge.

A MUSICAL comedy written for radio, *Rome Was Built in a Daze*, with book, music and lyrics all the work of Edmund Birnbryer of the NBC script division, will be presented, April 18, 10:30 to 11.00 p. m. (EST), over NBC-Red. It will be the second production of the same type prepared by the young writer-composer, the first having been *The Sweetheart of Stigma Stigma*, broadcast last December.

NBC Takes Production Of *Magic Key* Program

EFFECTIVE with the broadcast of April 11, Radio Corporation of America withdrew the supervision of its *Magic Key of RCA* broadcasts from the hands of its advertising agency, Lord & Thomas, and turned the complete production of the program over to NBC. The series, broadcast each Sunday from 2 to 3 p. m. over the Blue Network, is now being written by Welbourne Kelley and produced under the direction of a committee of ten headed by Bertha Brainard, NBC commercial program manager, and including representatives of the network's production, publicity, artists bureau, sales and commercial program departments and of RCA. The group meets every Monday morning to outline the plans for the following Sunday's broadcast.

While no official reasons have been given for the change, it has been the source of much conjecture and conversation in radio circles. Since NBC is a wholly-owned subsidiary of RCA, some view it only as a move to save the agency commission. Others believe it to be an experiment on the part of the network in the complete production of a commercial series, which, if successful, can be used as a sales argument to persuade other advertisers to place the production of their programs in the hands of NBC rather than vesting all authority in their agencies as at present. Those taking this point of view say that the networks have long regretted the fact that they have allowed the control of so much of their program material to be assumed by advertising agencies, while they retained the responsibility to the public.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Vatronal, etc.), wound up its advertising for another winter with a spot radio campaign, using 100-word announcements daily for 13 days on some 80 stations throughout the country early in April. Plans for next winter are now being considered. The Vick advertising is handled by Morse International Inc., N. Y.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:

"Baseball is here again. Those who can't go to the games will be with us."

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK DETROIT CHICAGO SAN FRANCISCO

CBS Census Data

JUST issued by CBS, *A Summary of Summer Radio Facts, Revised for 1937*, points out that in the the last year there has been a 2,000,000 increase in the number of radio homes, bringing the U. S. total to 25,000,000. Adding to these the 4,000,000 extra home sets and the 5,000,000 automobiles equipped with radios gives a total of 34,000,000 receiving possibilities for the nation. The brochure calls attention to Dr. Starch's study of last summer which found that 70% of all home radios were in use at some time during the day during the summer, and that the average listening time was 4 hours and 24 minutes. If these conditions hold true again in 1937 the daily home listening should total 77,000,000 family hours, from which CBS concludes that summer, like winter, is a good time for advertisers to use the radio.

Calco Tries Radio

CALCO CHEMICAL Co., Bound Brook, N. J. (Little Dutchess Laundry Blue) on April 8 began its first radio campaign with a test schedule of one-minute dramatized transcriptions on WTAM, Cleveland. The announcements are broadcast five days weekly. Similar schedules will be inaugurated over WCKY, Covington, on May 3 and WSPD, Toledo, on May 10. Ferry-Hanly Co., New York City, agency, indicated that although this is a test schedule it is probable that no additional stations will be used this year.

Frederick W. Atkinson

FREDERICK W. ATKINSON, 58, publisher of the *Watsonville* (Cal.) *Register-Pajaronian* and owner of KHUB, died April 3 after an illness of several weeks.

Baseball Schedule

(*Continued from Page 13*)

KXBY, Kansas City — Blues, home and away; Walt Lochman.
WISN, Milwaukee — Brewers, home and away; Allen Hale.
WNEW, New York—Newark, home and away; Earl Harper.
WCAU, Philadelphia—Athletics and Phillies, home; William Dyer.
WHAM, Rochester—Rochester, home and away; Harry McTigue.
KWK, St. Louis—Cardinals and Browns, home; John O'Hara.
WTCN, St. Paul — St. Paul, home and away; George Higgins.
WSYR, Syracuse — Syracuse, home and away; Nick Stemmler.
WSPD, Toledo—Toledo, home and away; Connie Desmond.
General Mills—Goodrich
KTSA, San Antonio—San Antonio, home and away; Charlie Casper.
KTUL, Tulsa — Tulsa, home and away; Eddie Gallagher.
General Mills—Coca Cola
WRR, Dallas — Dallas, home and away; Charles Jordan and Harry Thomas.

A TIE-UP between the foreign language broadcasts of WBNX, New York, and the foreign language programs on WBNX each Saturday morning. Under progress now is the first series of 13 broadcasts in German.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Barton Upheld by Court In Purchase of KTHS

THE purchase last year of KTHS, Hot Springs, Ark., by Col. T. H. Barton, owner of KARK, Little Rock, and KELD, El Dorado, Ark., was held valid by Chancellor Dodge in district court April 10. Col. Barton, head of the Lion Oil Co., bought the station from the local chamber of commerce for $75,000 and applied to the FCC for a transfer and for its removal into Little Rock. Local interests headed by the mayor sought to prevent the sale.

Chancellor Dodge told the complainants that he would dismiss the complaint for want of equity, would continue a temporary injunction previously entered at the request of defense attorneys against withdrawing the application for transfer of license and change of location, and would grant a decree providing for specific performance and the contract of sale. The FCC must yet act upon both the transfer and change of location applications.

Satina on West Coast

GENERAL FOODS Corp, (La France division), New York in April starts for 26 weeks *House Undivided* serial on 10 Mutual-Don Lee stations, 11:15-11:30 a. m. (PST) Monday through Friday, to promote Satina starch tablets. The series may be extended nationally. Young & Rubicam Inc., Hollywood, is agency.

No Shortwave Games

W9XAA, WCFL's shortwave transmitter is not broadcasting the Chicago Cubs and Sox games because Chicago stations are not permitted to broadcast games via shortwave this year. W9XAA broadcast the games last year but ball clubs although charging each station $6,000 ($3,000 per club) for rights to broadcast the Cubs and Sox games, specifically stated that no shortwave broadcasts would be permitted in 1937.

PACIFIC GAS & ELECTRIC Co., San Francisco, on April 4 renewed for 26 weeks its *Tales of California*, Sunday evening half-hour program on KGO, San Francisco.

C L E A N !
A Merited Reputation

This station doesn't accept internal medical advertising of any kind. Harmless remedies of any sort must first prove the truth of their claims by getting copy OK'd by the Food and Drug Administration. We safeguard our listeners—that's why we're FIRST with local accounts in Chicago!

WGES
"In the Heart of Chicago"

FIRST! in Foreign Language Programs in the United States

Special Citation for Foreign Language Station
1936 AWARD to
Station WBNX
New York City

CITATION
Awarded by
Variety to
WBNX

THIRD in New York City Showmanship!

The first and only foreign language station to emerge in the field of showmanship formerly held by English speaking stations!

Our Market Brochure Will Show You Why WBNX ranks tops!

WBNX NEW YORK

VARIETY
NEW YORK CITY
1. WHN
2. WMCA
3. WBNX
4. WOR
5. WEVD WNYC
6. WINS
7. WLWL
8. WOV WFAB
Paradoxically New York with its reputation as the nation's

National Foreign Language Representative
ROESLER and HOWARD — New York — Chicago

Texaco Score Books

TEXAS Co., New York, (Texaco) sponsoring Hal Totten's broadcasts of the Chicago Cubs and Sox games over WCFL is offering copies of Hal Totten's 1937 Score Books to listeners. More than 100,000 books were given out last year. The book includes a complete scoring system, separate pages for scoring, data and pictures of Cubs and Sox players, as well as information about other American and National League clubs. Hanff-Mertger Inc., New York, is the agency.

CONSTRUCTION of KDNC, Lewiston, Mont., new 100-watter on 1200 kc., will not start until mid-summer, according to Earl F. McGinnis, of the *Lewiston Democrat-News*.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Million on Baseball

(Continued from page 13)

the effective advertising agency which we know it to be, and to the stations a program which during the usually dull summer afternoons attracts to the station an audience of such numbers as to enhance the value of other radio time. The desire for revenue will not be permitted to conflict with our higher purpose to always advance the leading interests of baseball.

Explaining to announcers the course they are to follow in play-by-play accounts, he said: "Under your broadcasting agreements you have simply and solely the right to give a play-by-play account of the game. That is the only right conferred. If this thought is kept in mind during your baseball broadcasts, if you are fully alive to the full extent of the privileges conferred under your broadcasting contracts, conduct your broadcasts in a manner consistent with the privilege, I am persuaded deeply that unhappy situations will be avoided." No right is given to criticize umpires, players, managers or anybody else, or to visit the dugouts or mingle with players on the field, he added, pointing to the difference between editorial comment during the excitement of the game and that given in the calmer moments afterward.

In addition to the talks delivered by representatives of the advertisers and agencies, many men prominent in sports circles were present, including Charles Drake, assistant to Wm. Wrigley Jr., president of the Chicago Cubs; L. C. McEvoy, radio director of the American League; Major John S. Griffith, commissioner of Big Ten athletics; and Jack McCallister, Boston Bees Scout. They discussed the baseball broadcasts from the angle of the ball clubs.

AGENCY GROUP—At Chicago baseball meeting were Karel Rickerson, Kansas City, R. W. Heizer, Detroit, L. O. Holmberg, Chicago, all of J. Sterling Getchell, with Harry Hartman, WCPO, Cincinnati, seated behind Mr. Heizer.

The power of radio in making baseball fans out of listeners who are only mildly interested in the game was brought out by Mr. Drake who said: "I think you all know how the Cubs have felt about broadcasting. For a good many years we have fought along on the side of broadcasting because we have felt it built the game, built the attendance and has done a tremendous job with Ladies' Day."

Mr. Gale Speaks

At the Monday session, S. C. Gale, director of advertising of General Mills discussed his firm's commercial selling. He termed the baseball audience a flexible, floating audience that changes from minute to minute and day to day. The habitual day in and day out listeners represent only a small portion of the total audience reached by the play-by-play reports, he said. To thoroughly cover this floating audience, Mr. Gale pointed out, General Mills sells Wheaties constantly at every hour of the game on every broadcast. The regular listeners hear repetition, he admitted, but by constantly shifting and renovating copy angles the habitual listener is saved from monotonous repitition.

The conference concluded with a banquet Monday night which was attended by leading sport officials, sport writers and radio editors. Representatives of the advertisers sponsoring the ball games, together with the agency men present, were:

General Mills: D. D. Davis, president; S. C. Gale, director of advertising; H. A. Bellows, radio consultant; Clifford S. Samuelson, advertising manager, grocery products division.

Knox-Reeves: Wayne Hunt, president; John H. Sarles, vice-president; Brad Robinson, baseball broadcast executive; Lloyd Griffin, scout; Jim Kelley, scout; Ken Pottle, account service; Ken Torgerson, secretary; Haak Groseth, baseball merchandising executive.

Socony-Vacuum: George N. Walker, advertising manager, New York; W. J. Cerwe, Chicago division, Chicago; C. E. Sears, advertising manager, White Star Division, St. Louis; Roy B. Dill, advertising manager, Lubrite Division, St. Louis; Conner Tunstall, White Eagle Division, Kansas City; F. H. Casey, Wadhams Oil Co., Milwaukee.

J. Sterling Getchell Inc.: F. R. Griffin, account executive, New York; R. W. Heizer, Detroit; Karel Rickerson, Kansas City; L. O. Holmberg, manager of Chicago office.

B. F. Goodrich Rubber Co.: F. T. Tucker, advertising manager, tire division.

Ruthrauff & Ryan Inc.: Luther Wood, account executive, New York; Arden Bucholz, Chicago.

Tide Water to Sponsor Summer Sports Series

TIDE WATER OIL Co., New York (Tydol, Veedol), will use spot radio during the summer with news and sports broadcasts on seven independent stations and on the 12-station Yankee Network to begin late in April. Lennen & Mitchell Inc., New York, is agency.

Stations are: WFBR, Baltimore, *Inquiring Reporter*, Tues., Thurs., 7:45-8 p. m.; WFIL, Philadelphia, four five-minute newscasts daily except Sunday; WOR, Newark, Stan Lomax's sports comments, Mon., Wed., Fri., 7-7:15 p. m.; WHEC, Rochester, news broadcasts daily except Sunday, 8-8:15 a. m. and 6-6:15 p. m.; WBEN, Buffalo, news broadcasts, Mon. thru Fri., 7:30-7:45 p. m.; WFBL, Syracuse, sports broadcasts seven days weekly, 6:30-6:35 p. m. and 11-11:15 p. m.; WGY, Schenectady, sports comments, Mon., Wed., Fri., 6:45-7 p. m.; Yankee Network, news, Mon., thru Sat., 6-6:15 p. m.

Choose a BIG MARKET
Choose a POPULAR STATION
. . . WREC

WREC LISTENER POPULARITY

Authoritative Survey made during September and October, 1936. Sworn copy upon request.

WREC	64.60%
WMC	32.57%
WNBR	1.99%
WHBQ	.84%

BIG MARKET · POPULARITY · PULLING POWER

WREC

NATIONAL REPRESENTATIVES—PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Copyright Treaty Hearing Started

NAB Opposed to Ratification Until Duffy Bill Passes

FIRST public hearings involving copyright were held April 12 before a subcommittee of the Senate Foreign Relations Committee in connection with ratification of the International Copyright Convention pending before the Senate during the last two sessions. The treaty was ratified last session but the favorable action was withdrawn because of the failure of Congress to enact the Duffy Bill (S-7) which would modify sections of the copyright laws of 1909 to permit entry into the Rome Union.

Representing the NAB, Sydney M. Kaye, New York attorney and authority on copyright, told the subcommittee that broadcasters opposed ratification of the Convention which would make possible entry into the International Copyright Union until such time as the Duffy Bill was passed. The Duffy Bill is now pending before the Senate Copyright Committee and hearings are expected. This bill passed the Senate last session but was blocked in the House by a hostile Patents Committee.

Proposed Changes

Mr. Kaye pointed out that the NAB stated its willingness to enter the Convention a year ago provided the necessary modifications were made in the current law. "The broadcasting industry is entirely opposed to adherence to the Convention of Rome," Mr. Kaye testified, "unless such adherence is both preceded by a complete revision of our copyright statute and protected by such revision as shall be adequate to safeguard the needs of our industry." He said that if without a comprehensive revision of the law, this country attempted to adhere to the Convention, "a chaotic condition will of necessity arise." Mr. Kaye said the broadcasting industry makes constant use of copyrighted works. Since the Rome Convention would bring about automatic copyrights, he pointed out the minimum penalties now in the law would be so onerous that the industry might suffer irreparable injury if this country ratified the treaty prior to the enactment of the remedial legislation. He declared that the Duffy Bill attempts to bridge the gap between this country's concept and the foreign concept on automatic copyright by drastically limiting the remedies of foreign copyright proprietors unless they afford to American users such notice and protection as is inherent in compliance with formalities.

"If we enter the International Convention without any statute, or with only such fragmentary modifications of our law as was included in the Cutting Bill, all of these foreign works, not only such works as we are accustomed to recognize, but also pantomines, dances and works of architecture, will be entitled to copyright protection."

He concluded with the plea that entry into the International Copyright Convention be made feasible only as the result of carefully considered, well-planned, coherent and complete domestic legislation and the reservation of such rights as will adequately protect American authorship, labor and industry.

John G. Paine, chairman of the Board of the Music Publishers Protective Association who on May 1 is slated to become ASCAP general manager, opposed adherence to the Convention as a "dangerous thing" because Americans could not be sure what their rights would be until each case had been tested in courts of various countries. He said the United States could continue to work out copyright agreements by bilateral treaties.

Edward P. Kilroe, representing the Hays Motion Picture organization and Twentieth Century Fox Films, opposed adherence declaring the action should be postponed until after the next Copyright Convention in Brussels. He pointed out the difficulties to the film industry of setting up automatic copyright for foreign authors.

COME TO PAPA—This eerie man-eating shark weighing 250 pounds, yielded to the angling prowess of Dr. George Young, of WDGY, Minneapolis (left), who landed him with the aid of Dr. George Spielman, Mandan, N. D., at the Tarpon Springs, Fla., fishing grounds after a 50-minute fight.

ATTENDING the spring dinner of the Gridiron Club of Washington newspaper correspondents April 10 were A. L. Ashby, NBC, New York; Harry C. Butcher, CBS, Washington; Kenneth Berkeley, WRC-WMAL, Washington; Jack Howard, Continental Radio Co.; Niles Trammell, NBC, Chicago.

Gar Young to Hearst

GAR YOUNG, director of NBC's Trade News Service, has resigned from the network's advertising and sales promotion department as of April 15, on which date he joins Hearst International Advertising Service, New York, in a newly-created position. Mr. Young, who has been with NBC since 1932, said that his work will be in the field of sales promotion and publicity for Hearst publications, but that it will have nothing to do with radio. His successor at NBC has not yet been named.

Canadians to Promote

IMPERIAL Broadcasting System, group of six Canadian stations—CKY, Winnipeg; CKX, Brandon, Man.; CKCK, Regina, Sask.; CJOC, Lethridge, Alta.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.—has appointed Rintoul-Stiepock Inc., New York, as advertising and sales promotion counsel. R. H. Stiepock, vice-president of the agency, is at present making a tour of these stations, preparatory to launching the advertising and promotion campaign, which will include a study of the markets of western Canada and their coverage by these stations, which are represented in the U. S. by Weed & Co.

Minit Rub News Series

BRISTOL-MYERS Co., New York (Minit Rub), on April 26 starts a series of five weekly quarter-hour news broadcasts on WOR, WGN, KWK, WWJ, KDKA, WAVE, WBEN. Young & Rubicam Inc., New York, placed the schedule.

'Frothy Frolickers'

PETER DOELGER Corp., New York (First-Prize beer) on April 7 began its initial radio campaign with a 26-week schedule of 15-minute programs, three evenings weekly on WHN, New York. The program is titled *Frothy Frolickers*. Lee Rousseau, who with Carl Doelger is directing the campaign, said that another New York station may be added later, and that stations in other markets will be used as rapidly as distribution problems are met. Mr. Rousseau was radio director and copy chief of the eastern office of Staples & Staples, Inc., Richmond, until recently.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

for Greater Programs...

KTAT Joins Mutual Broadcasting System

On May 1, through Radio Station KTAT, listeners in the Fort Worth area will get full service of the Mutual Broadcasting System for the first time. This means *greater programs*, outstanding name orchestras and a coast-to-coast public service for KTAT over one of the country's major networks.

Now, more than ever, KTAT is *the buy* for coverage of the Fort Worth Market.

1000 Watts—Full Time

KTAT

TARRANT BROADCASTING CO.

Studios and offices in the Hotel Texas

FORT WORTH, TEXAS

Raymond E. Buck, *President*

Sam H. Bennett, *Gen. Mgr.*

National Representatives: FREE & PETERS, Inc.

New York Detroit Chicago San Francisco Los Angeles

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG HIBBING

WHLB VIRGINIA

STANDARD RADIO

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

Goodrich Local Discs

B. F. GOODRICH RUBBER Co., Akron (tires) has prepared a series of 15-minute transcriptions being placed through local Goodrich dealers throughout the United States. The recordings feature B. A. Rolfe, Mills Brothers and Boswell Sisters. Ruthrauff and Ryan Inc., New York, produced the series.

Accident Week Discs

NATIONAL Accident and Health Insurance Week, April 26 - May 1, is being promoted through a series of five-minute dramatized transcriptions titled *It Happens Every Day*. The transcriptions are being placed by local committees throughout the country, and are being scheduled daily during the week.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY

216 E. 74th St., Kansas City, Mo.

Senator's Nerve

WHEN Senator Capper (R-Kans.), owner of WIBW, Topeka, made his customary weekly trek to National Recording Studios in Washington April 2 for his 15-minute transcription review of the Washington scene, engineers in the studios noticed he was minus his usual firm step. He began his radio address. Intermittently his voice faltered, according to Lewis Windmuller, head of the studios. Immediately upon completion of the recording the Senator returned to the Mayflower Hotel. Later that night, he underwent an emergency operation for appendicitis. The transcription was broadcast over WIBW April 4 and over KGGF, Coffeyville, the following day.

WIP Being Rebuilt

AN EXPANSION program, involving the replacement of the present two towers atop the Gimbel Store by a single-mast tower 320 feet high at 21st & Hamilton St., has been started at WIP, Philadelphia. New RCA 1,000-watt transmitting equipment is being installed, and the WIP studios will be revamped with master control moved to a different section of the store building. The station is spending $60,000 on its building program, which it expects to have completed by June 1.

MODERNISM MOTIF
Latest Equipment Ordered For KOIL Transmitter

WITH a modernistic housing for its new 5,000-watt RCA transmitter, KOIL, Omaha, will have the last word in equipment. The new building and transmitter will be ready before the end of June. Ground was broken the last week in March. The new plant will cover 18 acres of Iowa farm land three miles east of the South Omaha bridge across the Missouri River. The building will be modernistic in design, fireproof, air conditioned, painted a dazzling white and floodlighted at night. The antenna tower, 300 feet high, is of the self-supporting type and the ground system will consist of more than nine miles of copper wire run radially from the tower and joined at its base by a copper ground screen. When the new building is completed, Mark Bullock, KOIL chief engineer, and his family will move into an apartment on the second floor.

EQUIPMENT

EQUIPPED throughout with RCA apparatus, including transmitter, and with a new 250-watt Blaw-Knox radiator, WCAX, Burlington, Vt., went on the air March 31 with its new daytime power of 250 watts.

WATL, Atlanta announces the installation of new WE transmitter and speech input equipment.

KFRO, Longview, Tex., installed RCA 55-line amplifier and three RCA pre-amplifiers when its studios were moved to the Glover-Crim Bldg. last month.

KGNF, North Platte, Neb., announces the installation of 174-foot Blaw-Knox vertical antenna.

KOIN and KALE, Portland, Ore., are expanding their studios and offices in the New Heathman Hotel. President C. W. Myers and Manager Roy Hunt have contractors at work on a 50 x 18 foot addition that will provide new general offices, an office for Sales Manager Charles Couche and an enlarged organ studio for KOIN.

WHIP, new 5,000-watt daytime station at Hammond, Ind., under the same ownership as WWAE, Hammond, is having new equipment installed by Graybar Electric Co., Chicago. Included is a 5,000-watt Western Electric transmitter of latest type, which will be located about five miles south of Hammond, and a Blaw-Knox directional antenna system as developed by Bell Laboratories. WHIP is expected to begin operations before May 1.

WJTN, Jamestown, N. Y., which last fall was taken over by interests controlling WSYR, Syracuse, has completed its new plant one and one-half miles from Jamestown and now is operating with 100 watts night and 250 watts day on 1210 kc. A new Western Electric transmitter along with a 200-foot vertical tower have been installed.

WBAL, Baltimore, has installed a Western Electric Type 110-A program booster, new development of the Bell Laboratories which WOR, Newark, and WSM, Nashville, were first to acquire. It acts automatically to control the volume of a program at peak levels and increases field signal strength.

RCA Mfg. Co., Chicago has moved to 589 E. Illinois St. where a large exhibit room for displaying station equipment will be completed before the NAB convention opens in that city.

AMPERITE Corp., New York, is furnishing microphones in pastel shades as standard equipment for use where microphones should harmonize with surroundings. Chrome and eggshell finish are available from stock while other shades can be matched to sample colors.

KMOX, St. Louis, is constructing a new studio modernistic in design and suspended on springs, which will make a total of eight KMOX studios.

WKBZ, Muskegon, Mich., has purchased a WE 110A program amplifier and automatic volume limiter for delivery June 1.

KFJB, Marshalltown, Ia., announces the installation of Western Electric equipment, complete from new microphones to 210-foot vertical radiator.

KFVD, Los Angeles has installed its new 252-foot single vertical antenna tower on the grounds of the Pacific Military Academy near Culver City, and expects to start operating on 1000 watts April 5.

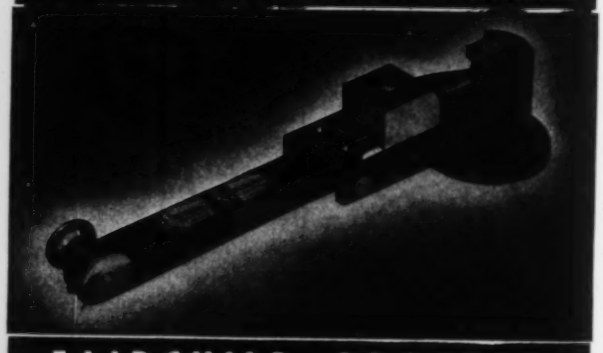
KGMB, Honolulu, has bought a new RCA portable mobile transmitter, K6XCJ, used for special event pick-ups. Station is the only one in the Hawaiian Islands to be so equipped.

JAMES MIDDLEBROOKS, who recently had charge of the installation of transmitters for WEEI, Boston, and WKRC, Cincinnati, for CBS will direct work on the new KSFO, San Francisco, Western Electric transmitter.

BRUSH DEVELOPMENT Co., Cleveland, has moved to its own building at 3311 Perkins Ave. It has enlarged its facilities and increased the number of its employes.

KGNC, Amarillo, Tex., announces the installation of a new WE transmitter under the supervision of J. H. Speck, chief engineer. New air-conditioned studios, offices, artists' lounge, and audition room are nearing completion.

USED BY LEADING BROADCAST STATIONS



FAIRCHILD - PROCTOR *Crystal* PICKUP

ELECTRICALLY and mechanically engineered to produce the finest and most uniform response throughout the entire audio range —with minimum record wear— —Fairchild Proctor Pickups are becoming standard equipment in the foremost broadcast stations throughout the world.

Light Weight, Scientific Balance by Adjustable Counterweight, Calibrated Needle Pressure Scale, Ball-bearing throughout, Minimum Record Wear, Extended Frequency Range, High and Low, Uniform Response, Non-Resonant, Non-Magnetic, Freely Damped, Selected Crystal, Precision Manufacture.

Write for Complete Catalog

FAIRCHILD AERIAL CAMERA CORP.
SOUND EQUIPMENT DIVISION
62-10 WOODSIDE AVE., WOODSIDE, L. I., N. Y.

Single and Double Button
HANDI - MIKES

. . . the handiest microphone ever built. Thousands in daily use for paging, window demonstrations, sports events, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.

Dealer's cost, single button, $5.88 net
Dealer's cost, double button, $8.88 net
At your jobbers. Send for Catalog

UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane Inglewood, Calif., U.S.A.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

IN THE CONTROL ROOM

ROBERT SUTTON, of Spokane, has replaced Verne Rowley as chief of the technical staff of KGVO, Missoula, Mont. Carl Johnson, also of Spokane, has joined the technical staff. Mr. Rowley has returned to government service to install radio beacons along airways.

N. VINCENT PARSONS, chief technician of KPPC, Pasadena, Cal., is conducting a twice weekly course in "Radio Production and Technique" at the Pasadena Junior College. Course includes actual production of radio programs on the air.

HAROLD E. BENDER, KMPC, Beverly Hills, Cal., technician, was married to Edith Edwards of Long Beach on March 26, it was revealed early in April.

KARL MILLER, for the last ten years a sound engineer with Associated Cinema Studios, Hollywood transcription producers and its predecessor, Freeman Lang Studios, on April 1 resigned to take a similar position with G. & G. Sound Corp., that city.

LARRY MILLS, formerly with the Franklin Transformer Co., has joined the engineering staff of WCCO, Minneapolis.

ERNEST CAMPBELL has joined the technical staff of KXA, Seattle.

J. M. COMER has been appointed chief engineer of WATL, Atlanta.

FREDERICK WHEELER, formerly with WREN, Lawrence, Kan., has joined the technical staff of WKY, Oklahoma City.

D. A. (Red) REESOR, manager of the Atlanta office of RCA Mfg. Co. transmitter sales and Mrs. Reesor on April 5 became the parents of twins, a boy and a girl.

ROBERT R. SNOW has joined the control staff of KFVS, Cape Girardeau, Mo.

Carlsbad Troubles

A TREE setter-outer recently chopped in half the transmission line of KLAH, Carlsbad, N. M. On top of that, when the 183-foot vertical antenna was going up a part of a supporting line was cut, fell across a guy line, tangled and hung suspended 90 feet in the air.

TOM G. BANKS Jr., formerly of KOMA, Oklahoma City, in March took over his duties as chief engineer of KFXR in the same city. Assisting him as relief operator is Frank Goodson, formerly of KGFG (now KTOK).

LESTER HARLOW, transmitter engineer of KUOA, Siloam Springs, Ark., is the father of a baby girl born April 2.

M. W. WOOD, head of the Chicago NBC sound effects department, on April 5 discussed the technique of sound effects in radio drama during the *National Farm & Home Hour* on NBC-Blue.

E. K. COHAN, director of engineering of CBS, has returned to his office after a two-month stay on the Pacific Coast, primarily in Los Angeles, where he supervised engineering phases of the new CBS setup on the Coast.

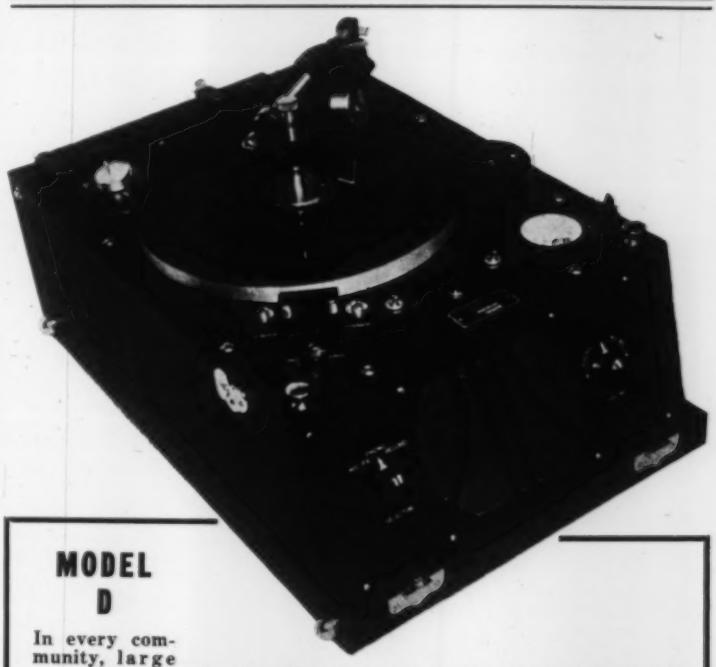
J. D. PARKER, who was graduated last February from the Massachusetts Institute of Technology, has been added to the CBS general engineering department in New York as an assistant.

DICK NORTH, formerly of KSUN, Lowell, Ariz., has joined the engineering staff of KGNO, Dodge City, Kans., as assistant to Emil Doane, chief engineer.

THE "silver anniversary convention" of the Institute of Radio Engineers will be held in New York City May 10, 11 and 12.

BLILEY
Type BC46 Isolantite variable air-gap oven mounting maintains its temperature within 1°C. at 50°C. Approved F. C. C.
QUARTZ
Type BC10 Isolantite variable air-gap. A precision mounting Bliley Crystal
CRYSTALS
Type VP4 Steatite body adjustable pressure holder. For all Bliley Crystals from 300 KC. to 25 MC.
HOLDERS
Type VP5 Steatite body variable pressure holder designed for installations where space is at a premium.
FOR GENERAL COMMUNICATION FREQUENCIES FROM 20KC. to 25MC.
Bliley Broadcast Crystals are approved by F. C. C. Write for complete Catalog. G-9.
BLILEY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.

YOUR RADIO AUDIENCE *will buy you* THIS PRESTO RECORDER



MODEL D

In every community, large enough to support a broadcasting station, there are at least 500 live prospects for the sale of Presto recordings at $3.00 to $5.00 each. This statement is backed by reports from scores of PRESTO equipped broadcasting stations . . . 100 watters as well as leading network stations.

Your station should receive this business because instantaneous recording is a natural extension of your present activities. Your station is now the center of musical activity in your community. You have studios suitable for recording. You have trained technicians who can learn to use a Presto recorder in a few days time. You control an ideal advertising medium through which you can advertise a recording service without cost. All that you need is the recording equipment.

AND HERE IS OUR FREE TRIAL OFFER

Order a Presto model D recorder. Specify in your order that you reserve the right to return the equipment or exchange it for a larger model within 30 days after delivery. If you decide not to keep the equipment, no explanation will be necessary. Simply return the equipment and we will issue credit or refund your money. You will be obligated only for transportation charges and the cost of records and needles used.

This offer is made to broadcasting stations only. Wire today and be assured of prompt delivery.

The model D recorder makes 12" records at 78 RPM only. It is shipped for trial with 25 records and a supply of recording and playback needles. Total cost $283.00 Net FOB New York.

PRESTO RECORDING CORPORATION

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS RECORDING EQUIPMENT

147 WEST 19th STREET — NEW YORK, N. Y.

Export Division (Except Australia and Canada):
M. SIMONS & SON CO., INC.
25 Warren St., N. Y.—Cable: Simontrice, NY.

Australia and New Zealand Agents and Stockists:
A. M. CLUBB & CO., LTD.
45 King St., Sydney, N. S. W., Australia

Grocery Products Test

GROCERY STORE PRODUCTS Inc., New York (Jacob Mushrooms), began its initial radio advertising of canned mushrooms with a 13-week test series of participation announcements on WHN, New York, on April 1. The participations are three days weekly during the C. Houston Goudiss Hour. Harry L. Lance, advertising manager, indicated that this test will have an important bearing on future radio advertising plans of the company, which also manufactures Foulds Macaroni, Golden Age Macaroni and Kitchen Bouquet Food Flavoring. Mushroom advertising is placed through J. M. Mathes Inc., New York. Ben I. Butler is account executive.

Speaking of phone surveys, out of 400 calls only 17 radios were tuned to stations other than

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate

CBS Ready to Start in Hollywood On Building of $2,000,000 Studios

ACTUAL work on the proposed $2,000,000 CBS Hollywood building and studios on Sunset Blvd., between Gower & El Centro streets will get under way by April 19, Donald W. Thornburgh, Pacific Coast vice-president in that city, said April 8, in announcing that the Los Angeles Planning Commission has approved submitted plans.

A studio auditorium seating 1,050 persons, and seven additional studios of various sizes, two of which will accomodate 250 people each, are included in the five-story building, which will be air-conditioned throughout, with recreational accommodations on the roof for employes. Conference rooms with accomodations for catering service and a press room for visiting newspapermen are also included.

Prof. Vern Knudsen of the University of California, Los Angeles, considered an outstanding authority on sound engineering, has been engaged by CBS to act as acoustical consultant.

A glass-encased master control room and other engineering units will utilize a great portion of the ground floor of the structure. Music and program departments, along with three studios will be housed on the second floor, as will the Columbia Artists Inc., concert department, traffic and news bureaus. Conference rooms, sales, promotion and special events departments will occupy the fourth floor. Audition rooms and network executive offices will be on the fifth floor. Structure will be modern American in design and it is expected to be completed by Nov. 15.

Thornburgh said that no plans were immediately in prospect for a television studio, but stated that ground plans provided for such a development. He also called attention to the fact that additional space is held for a second matching studio auditorium adjacent to the one to be built now. He further revealed that a two-story corner business structure, for leasing to advertising agencies, and other organization in the radio field, will also be erected on the site as a separate unit. When studios are completed CBS will continue to operate its two owned and leased theatres in Hollywood, he said.

With CBS starting actual construction, Don E. Gilman, NBC western division vice-president in San Francisco, is scheduled to leave the West Coast this month for New York where he will discuss with network officials plans for his organization's new Hollywood studios and executive offices.

NBC has outgrown its present Hollywood setup, and with more commercials than it can handle emanating from there by fall, the network recognizes the need of immediate action. It is believed that Gilman has several definite ideas in mind, and upon return to California after his conference will announce where the new Hollywood studios will be located.

In the meantime building plans, (as revealed in the April 1 issue of BROADCASTING) on a unit basis, similar to motion picture studios, which will permit erection of structures on any reasonable site, are being drafted in New York, under direction of O. B. Hanson, NBC chief engineer.

OPERATING THE LATEST HIGH FIDELITY 5000 WATT TRANSMITTER

KSD *in St. Louis*

Invites Inquiries About Day Time Now Available

Population Coverage

KSD Day Time 5,906,905

KSD Night Time 2,481,390

Based on population of counties receiving one-half millivolt service or better.

Occasionally, choice periods are released and become available for those who have filed for reservations in advance.

A few desirable day time periods are now open for immediate consideration.

Inquiries are invited and KSD will make every effort to accommodate additional high-class programs.

Write, phone or wire.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

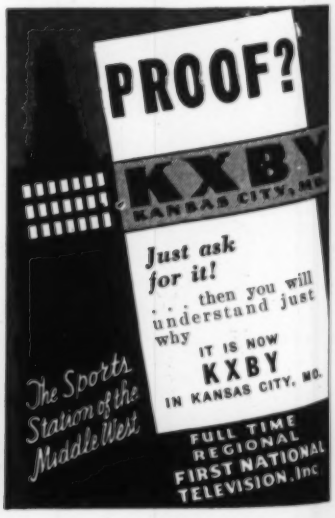
PREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Don Lee Claims Record For Television Program

HIGH-DEFINITION television attained a new record in distance transmission on April 9 during demonstrations by Harry R. Lubcke, television director of the Don Lee Broadcasting System, Los Angeles, before scientists in annual convention at the California Institute of Technology in Pasadena.

Telecast was projected over a distance of 10½ miles from the Don Lee experimental television station W6XAO in Los Angeles. The high-definition images comprised 300 lines to the image, repeated at the rate of 24 images per second. Image was comparable to a 55-screen cut on ordinary newsprint. Sound was projected over an auxiliary ultra-shortwave channel. Demonstrations were also held at the Institute the following day, at 15-minute intervals, to which the public was invited.



IN THE CENTER OF THE DIAL!

500 WATTS

WGBI

880 KC.

SCRANTON • PENNSYLVANIA

Joins The

Columbia Broadcasting System

May 2, 1937

AND NOW CBS advertisers can cover, thoroughly and completely, the 3rd largest city in Pennsylvania which is in the center of the 17th largest metropolitan area in the United States.

WGBI is the ONLY station which serves Northeastern Pennsylvania. . . . It has built a large, loyal audience because of its superior programs which include not only many outstanding national features but many of exceptional local and regional interest. To sell your product successfully in Northeastern Pennsylvania YOU MUST USE WGBI.

SCRANTON BROADCASTERS, Inc.

FRANK MEGARGEE, President

SCRANTON PENNSYLVANIA

Net Series Switch To Daylight Time

Intricate Changes in Schedule Setups Are Necessary

APRIL 25 inaugurates daylight saving time for many American cities and spring moving week for many radio programs, as network and local sponsors jockey for positions as good or better than those they now have, under the new setup in which each time zone is divided between cities that go in for summer time and those preferring to leave their clocks alone.

Some changes are simple; others are anything but, as, for example, the Ford Dealers *Universal Rhythm* show, starting on CBS on April 17. For the first two broadcasts (April 17 and 24) all stations in the EST zone will carry the 7:30-8 p. m. broadcast, and all others the repeat program 10:45 - 11:15 p. m. (EST). But then daylight savings arrives and on May 1 and following Saturdays the original broadcast will go only to those few stations who are located in cities changing to EDST, while all others get the rebroadcast at 10:45 p. m. (EDST). This repeat broadcast comes at the time now occupied by the *Courteous Colonels*, sponsored on nine midwestern stations by the Barnsdall Refining Corp., which moves out of this position to a Sunday evening time, 7 to 7:30 p. m. (EDST).

Other network changes, in addition to those previously reported [BROADCASTING, April 1], include:

NBC

Sterling Products Inc., New York (Phillips Dental Cream), moves *The Sweetest Love Songs Ever Sung* on NBC-Blue from Mon., 8:30-9 p. m. (EST), to Tues., 9:30-10 p. m. (EDST)., losing WCKY, Covington, in the process.

Bowey's Inc., Chicago (Dari-Rich), moves *Adventures of Dari-Dan* on NBC-Red., Mon., Wed., Fri., from 5-5:15 p. m. (EST) to 5:15-5:30 p. m. (EDST), and the repeat from 5:45-6 p. m. (EST) to 7-7:15 p. m. (EDST).

MacFadden Publications Inc., New York (True Story Magazine), moves *Court of Human Relations* rebroadcast from Fri., 11:30-midnight (EST) to 12:30-1 a. m. (EDST), NBC-Red.

MBS

Gospel Broadcasting Assn., Los Angeles, moves *Gospel Program*, Sun., from 10-11 p. m. (EST) to 11-12 p. m. (EDST) at the same time expanding the network from 7 to 16 stations.

Lehn & Fink Products Co., New York (Hinds cosmetics), moves *Life of Mary Southern*, Mon. thru Fri., from 4:15-4:30 p. m. (EST) to 5:15-5:30 p. m. (EDST).

Fels & Co., Philadelphia (Fels Naptha soap), moves *Tom, Dick & Harry*, Mon., Wed., Fri., from 12:15-12:30 p. m. (EST) to 1:15-1:30 p. m. (EDST).

Procter & Gamble Co., Cincinnati (Oxydol), eliminates rebroadcast of *Couple Next Door*, Mon. thru Fri., from 1:45-2 p. m. (EST) for WLW, which will take it at some time as WGN, 10:45-11 a. m. (EDST).

Gordon Baking Co., Detroit (Silver Cup Bread), moves *Lone Ranger*, Mon., Wed., Fri., repeat broadcast from 10:30-11 p. m. (EST) to 11:30-midnight (EDST).

CBS

Beneficial Management Corp., Newark (financial), moves *Your Unseen Friend* on CBS from Sun., 5-5:30 p. m. (EST), to Tues., 10:30-11 p. m. (EDST), at the same time reducing its network from 25 to 12 stations.

Gillette Safety Razor Co., Boston (razor blades), cuts its *Original Community Sing* on CBS, Sun., from 45-minutes to a half-hour. Now broadcast from 10 to 10:45 p. m. (EST), beginning April 25 it will be aired from 10 to 10:30 p. m. (EDST).

WOR, Newark, on April 12 advanced its sign-on time from 6:45 to 6:15 a. m. The half-hour will temporarily be filled with recorded music, but is is believed that the station is making an audience check for an advertiser who is considering this early morning hour.

A DOLLAR'S TRAIL
WJSV to Follow 20 Coins In Promotion Plan

TO PROMOTE consumption of locally manufactured articles and local service, WJSV, Washington, in cooperation with the board of trade, has developed a novel promotional scheme in which the work of a single dollar is followed. Beginning April 10 with a broadcast, 20 silver dollars were sold to 20 members of the board of trade representing as many diversified local industries. Included in an envelope with the dollar were 10 government post cards requesting information as to the date the coin changed hands, name of firm receiving it, product or service purchased, and a question as to whether it pays to trade in Washington. During the week, as the dollars follow their individual courses, about the city, the cards are mailed to the station, making possible an accurate check on their progress.

On successive Saturday evening programs, a resume is given of the activity of the dollars and a representative of the board of trade speaks briefly in connection with the campaign to promote local trade. The campaign is the brainchild of A. D. Willard Jr., manager of WJSV.

New Bayer Drama

STERLING PRODUCTS, Inc., New York (Bayer Aspirin), on April 14 started *Her Second Husband*, a dramatic serial starring Helen Menken, on 20 NBC-Blue stations, Wednesday, 8:30-9 p. m. (EST), replacing Ethel Barrymore's series of revivals of famous stage successes previously broadcast for the same sponsor and product at this time. Agencies: Blackett-Sample-Hummert Inc., New York.

HEARINGS CLOSED IN BROOKLYN CASE

THE so-called "Brooklyn cases" terminated April 13 after having run nearly a month and after establishing a new endurance record for a case involving a single frequency assignment. The hearings which were held before the full Commission involved a half-dozen competitive applications for full time assignment on the 1400 kc. regional channel now occupied by four time-sharing stations in Brooklyn.

Fraught with controversy, these cases actually date back to 1932, when the first applications were filed with the former Radio Commission. They were decided two years ago but on petition for rehearing, the FCC reopened the cases *de novo* for the taking of new testimony. It is estimated that since the hearings began March 18 some 100 witnesses have appeared. A dozen lawyers have participated and there have been approximately 3500 pages of testimony aggregating possibly a million words excluding 400 exhibits.

In deciding the case originally, the FCC proposed deletion of two of the stations and allotting of half time to the *Brooklyn Daily Eagle* for a new station and of the balance of the time to WBBC, Brooklyn, one of the four present occupants of the channel. In addition to the *Eagle* and WBBC, each of which seek full time, other participants are WVFW, Brooklyn, WARD and WLTH, Brooklyn, which jointly seek full time in lieu of their present quarter time assignments by virtue of an arrangement with the *Day*, Jewish language newspaper, and WEVD, socialist station in New York operating on 1300 kc., which seeks full time on 1400 with 1,000 watts. The latter application is backed by the *Jewish Daily Forward*.

SCREEN TREAT

"DUTCH" REAGAN

QUITTING the air for the films is an unusual departure from routine, especially for a radio announcer. One of the first announcers to land a movie contract and "go Hollywood" is Ronald (Dutch) Reagan, 26, sports announcer of WHO, Des Moines. He leaves June 1 to join the Warner Brothers artist staff in Hollywood.

Handsome young Mr. Reagan's contract, calling for an initial six-month salary of more than $200 per week, came as a result of a screen test taken in an unguarded moment while he was in California in March on his annual tour of the Chicago baseball clubs' spring training camps to gather broadcast material. He is a former Eureka (Ill.) College football and track athlete, unmarried, 6 feet tall and looks a bit like Dick Powell.

PRESIDENT'S MIMIC CUT OFF
WMCA Turns the Switch When Guest at Dance Broadcast Imitates Roosevelt

ON THE grounds that many listeners are confused into believing the President is actually speaking, WMCA, New York, while broadcasting the Press Association Photographers dance the night of April 9, cut off the voice of Arthur Boran, professional mimic, as he simulated President Roosevelt. The station pointed out that it was following accepted practice, already in force on the networks, although there is no official rule against such broadcasts.

President Roosevelt was frequently imitated during the *March of Time* broadcasts early in his administration, but the White House asked that this be halted unless special permission is obtained beforehand. On several occasions in recent years such permission has been granted through Stephen Early, White House secretary. Explaining the cutting off of Mr. Boran's imitation Larry Nixon, WMCA press representative, said:

"We ban presidential imitators because too many in the unseen audience might think it was actually Mr. Roosevelt at the microphone, whether the mimic delivers a serious speech or mere nonsense. Furthermore, mimicry is not good broadcast entertainment, and by eliminating it we protect the listener from confusion. Frequently during amateur hours contestants approach us with proposals to burlesque the President, and we stop them."

Candid Photo Exhibit

AN NBC photographic exhibit of 200 pictures by Ray Lee Jackson, William E. C. Haussler and Syd Desfor, NBC staff photographers, will be open to the public April 19 through May 1, in Number 3 Gallery, Mezzanine floor, RCA Building, New York. Stars of NBC will be shown in action before the microphone by the candid camera and in portraits and character studies. Many pictures of experimental television, heretofore unpublished or placed on public display, will be a feature of the exhibit.

JOHN HARRISON, formerly of WBBM, WMAQ and WFAA, and Bob Holt, formerly of KFRU and KMOX, have joined the announcing staff of KTUL, Tulsa, Okla.

New Program Amplifier Is Announced by Bell

A NEW program amplifier, which automatically prevents over-modulation, was announced April 13 by Western Electric Co. Developed by Bell Telephone Laboratories, it was said the new instrument will enable stations to increase their double effective signal level without raising their input power or increasing their licensed carrier power. The program amplifier incorporates a circuit which normally amplifies the program to a predetermined level, Western announced. When the input increases above a pre-selected level, the speech or music energy operates a volume control network in such a way that the amplification is reduced, thus automatically compensating for the excessive rise.

Whenever peaks exceed some pre-selected level, a light flashes so that the operator may know just when and how often these peaks occur. If they occur too frequently, it is an indication that the general level of modulation is too high and the operator is thus advised that a readjustment is necessary.

DON WILSON, NBC Hollywood announcer, has been signed for an important role in *Radio City Revels*, to be produced by RKO.

Baseball in Detroit

WITH the opening of the American League base ball season on April 20, WWJ, Detroit, will begin its thirteenth consecutive year of broadcasting the games of the Detroit Tigers. Ty Tyson, sports announcer who did the world's series for NBC last fall, will again bring every Tiger game to the baseball fans. Sponsors of these broadcasts are Socony-Vacuum Oil Co. and General Mills Inc., each company acting as sponsor on alternate days.

Kik Starts in South

DELAUNAY BEVERAGE Co., New York (Kik, soft drink), will use daily spot announcements in the territory in which the beverage is now distributed, with other cities added as the distribution is increased. The campaign, which will include newspapers and car cards as well as radio, will start this month in Tennessee and North Carolina and will be extended through the Southeast and northward as the warm weather arrives. M. H. Hackett Inc., New York, is in charge of the campaign.

CONGRESSIONAL STUDIO—Senator Lodge (R-Mass.) at left and Rep. Maverick (D-Texas) dedicated a radio room April 2 in the House Office Bldg., Washington, for the use of members of Congress. From this room direct wires lead to local radio and transcription studios and members of Congress will use this convenient studio for broadcasts as well as for recordings to be sent to their states and broadcast locally to their constituents. R. J. Coar, president of U. S. Recording Co., is in charge of the Radio Room.

Food Firm Anniversary

GORDON & DILWORTH Inc., Long Island City, has introduced a special pantry shelf package of its various food products in honor of the firm's 90th anniversary, which it is advertising with a weekly 15-minute broadcast on WHN, New York. Topping & Lloyd Inc., New York, in charge of the campaign, reports that other stations may be added at a later date.

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
280 E. 161st ST. NEW YORK CITY

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Station, Program or Production executive with 12 years' experience in every phase of radio—announcing; continuity writing; production; artist. Experience on small and large stations and network. Would like connection with independent station. Dependable; good habits; best of references. Any reasonable proposition considered. Write R. F., 1510½ Maltman Avenue, Los Angeles, Calif.

Experienced radio executive desires station managerial position. Ten years' comprehensive training in radio included positions as production manager, program, studio and publicity directorships, and announcer. Also experienced newspaperman and author. References. Box 660, BROADCASTING.

ANNOUNCER. Seven years' experience. Now on nationwide network. Excellent references. No swell head—will work reasonable in order to change employer. Name your offer—send for details. Box 663, BROADCASTING.

Chief engineer with eighteen years radio-broadcasting experience; formerly in charge of several prominent stations in the East desires connection with broadcast station or small chain of three or four stations as chief engineer. Box 661 BROADCASTING.

Announcer. Five years in Chicago radio. Also acting, continuity and production experience. Box 667 BROADCASTING.

Fifteen years' radio experience. Sober, industrious, reliable, versatile broadcast man. Age 29, college education, naval reserve officer, carry both radiotelephone first and radiotelegraph first. Former chief engineer large station, RCA engineer and sound-broadcast instructor. Advertising sales, copywriter, production, dramatics; excellent recommendation and am looking for real opportunity with large station announcing-continuity department. Prefer near Chicago but will go anywhere if worthwhile. At present employed as chief announcer. Especially interested news writing-announcing. Box 662, BROADCASTING.

Situations Wanted (Cont'd.)

PROGRAM DIRECTOR. Nearly a decade in radio. Announcing, personnel, publicity, production, continuity, programming capably handled. Employed but desire a change. Best references. First offer of $50 weekly accepted. Box 664, BROADCASTING.

Announcer. No claim to being sensational, but I keep the sponsors happy. Box 665, BROADCASTING.

Help Wanted

Experienced production manager for prospective Northern station. Thorough knowledge of programming, directing, continuity writing, etc. Prefer one desiring advancement. Give full details in first letter. Box 669, BROADCASTING.

Local Florida Station desires salesman, commission basis. Give full details of self and experience. Box 668 BROADCASTING.

Continuity writer. Experience must include all phases of commercial and sustaining copy. WKZO, Kalamazoo, Mich.

For Sale—Equipment

A real Bargain in a Used Transmitter, in excellent condition. A 1000 watt RCA Transmitter, Type 1 B complete with 6000 volt Generators, and all equipment as shipped by factory. Specially priced for quick sale. Act quick. Station KOY, Phoenix, Arizona.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Wanted to Buy

Highest price paid for used 16-inch cellulose acetate direct recorded records. State quantity you have. Box 666, BROADCASTING.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 31 TO APRIL 13, INCLUSIVE

Decisions . . .

APRIL 1

WHB, Kansas City—Effective date decision of 11-17-36 extended in denying applic. WHB for CP No. 3808 from 4-8-37 to 4-15-37.

RATIFICATIONS — Brooklyn Daily Eagle Brdcstg. Co., for subpoena to compel attendance Anthony D'Angelo, Brooklyn, president of Paramount Brdcstg. Corp. in Brooklyn cases and denied request for subpoena duces tecum to compel his attendance with certain books and documents; approved form letter of accounting dept. to grant requests for time extension for Report Form H for holding companies until 4-30-37, with understanding that reports be filed earlier if practicable.

APRIL 2

APPLICATIONS GRANTED:

KVI, Tacoma— CP aux trans.

KRLC, Lewistown, Id.—Mod. CP trans. site, change equip., vert. rad.

WILL, Urbana, Ill.—Mod. CP comple. date.

WHBP, Huntsville, Ala.—Mod. CP change equip.

WROK, Rockford, Ill.—License for CP.

KLS, Oakland—License for CP.

KHUB, Watsonville, Cal.—License for CP.

WHP, Harrisburg, Pa.—License for CP.

WSAJ, Grove City, Pa.—Mod. license change hours, applic. renewal dismissed.

WBBR, Red Bank, N. J.—License for CP change equip.

WKY, Oklahoma City—License aux. trans.

KMO, Tacoma—License for CP and mod.

KOY, Phoenix, Ariz.—Mod. license increase 500 w 1 kw LS to 1 kw N & D.

KTEM, Temple, Tex—CP new equip., increase D to 250 w.

NEW, A. H. Belo Corp., Grapevine, Tex.— CP high-freq. 100 w.

SET FOR HEARING—NEW, Kenneth Baker, Hartwell Gaus, V. A. Bermier, d/b Key City Brdcstg. Co., Kankakee, Ill., CP 1500 kc 100 w unl; KROC, Rochester, Minn., CP increase D to 250 w; WDNC, Durham, N. D., CP move trans. locally, directional N, change 1500 to 600 kc, increase to 1 kw unl.; WKEU, Griffin, Ga., CP vert. radiator, change 1500 to 1310 kc, increase to 100 w unl.; WRC, Washington, CP move trans. locally, vert. radiator, increase N 500 w to 1 kw D 1 to 5 kw; KVOD, Denver, CP change trans., directional N, change 920 to 630 kc, increase 500 w N & D Sh.- KFEL to 1 kw unl.; WRBL, Columbus, Ga., mod. CP new equip., change 1200 to 1330 kc, increase 100 w 250 w D to 250 w 500 w D; KTBS, Shreveport, La., mod. license to 620 kc 500 w 1 kw unl.; NEW, Dan B. Shields, Provo, Utah, CP 1210 kc 100 w unl.; NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb., CP 1370 kc 100 w unl.; KGAR, Tucson, Ariz., mod. license 1370 to 1340 kc, increase N to 250 w (to be heard 5-19-37).

ACTION ON EXAMINER'S REPORT—KRLH, Midland, Tex., denied as in default applic. mod. license 1420 to 1210 kc, sustaining Examiner Seward.

ORAL ARGUMENTS GRANTED (to be held 5-6-37)—Adv. Pub. Co. & Fred J. Hart, Honolulu; Central States Brdcstg. Co.; WLLH, Lawrence, Mass.; Sioux City Brdcstg. Co. & C. W. Corkhill, Sioux City, Ia.

ORAL ARGUMENT CONTINUED (4-8-37 to 4-15-37)—KGGC, San Francisco; John S. Allen, G. W. Covington Jr., Montgomery, Ala.; Clarence C. Dill, Washington; Port Huron Brdcstg. Co., Port Huron, Mich.; WMAS, Springfield, Mass.; WGBI, Scranton Pa.; Golden Empire Brdcstg. Co., Marysville, Cal.

EFFECTIVE DATES EXTENDED (to 6-11-37)—NEW, Jack E., Mrs. J. E. and Jack E. Brantley Jr., Savannah, and NEW, W. T. Knight Jr., Savannah; NEW, Metro. Brdcstg. Co., Los Angeles.

APPLICATION DISMISSED—NEW, C. E. Wilkinson Brdcstg. Co., Mason City, Ia., dismissed as request of applicant CP 1210 kc 100 w unl.

APPLICATION DENIED (as in default)—NEW, Gen. Electric Co., Nr. Belmont, Cal., CP high-freq.

MISCELLANEOUS — Carolina Adv. Corp., Columbus, S. C., granted pet. reopen record CP new station 1370 kc 100 w 250 w LS unl.; WDGY, Minneapolis, granted auth. intervene Natl. Battery Brdcstg. Co.; KGFF, Shawnee, Okla., denied 60-day postponement hearing applic. mod. license; WSAY, Rochester, N. Y., granted continuance hearing on mod. license; Phila. Radio Brdcstg. Co., granted pet. be made respondent applic. Abraham Plotkin for CP Chicago 1570 kc 1 kw unl.; WFLA-WSUN, Clearwater, Fla., denied pet. intervene applic. WIOD-WMBF mod. license; Yankee Network, Boston, granted pet. intervene WORL applic. CP; KROY, Sacramento, Cal., denied reconsid. postponement hearing; KGA, Spokane, granted pet. continue hearing mod. license; WAAF, Chicago, denied continuance hearing Docket Nos. 4251, 4443, 4119, 4206; Fields McCarthy Co., Poplar Bluff, Mo., accepted appearance applic. CP; WTBO, Cumberland, Md., denied reconsid. hearing ordered on transfer of control; WMBQ, Brooklyn, granted temp. auth. to Joseph Husid, receiver, to continue operation 60 days.

RATIFICATIONS— Petitions to intervene granted KTSA Brdcstg. Co. (licensee WACO) on applic. T. E. Kirksey for CP at Waco; Dr. Geo. W. Young in applic. WMIN; KFDM, Beaumont, Tex., in applic. Beaumont Brdcstg. Assn. for CP; Magnolia Petroleum Co., Dallas, in applic. Beaumont Brdcstg. Assn.; Carolinas Radio Inc. in applic. WSOC. Denied petition WHFC, Cicero, Ill. to intervene applic. Robert McCulla, Oak Park, Ill.; disregard pet. Don Lee Brdcstg. Co. to intervene applic. Pacific Acceptance Corp., San Diego, or for continuance hearing; Frazier Reame, Mansfield, O., granted continuance to 5-17-37; Faith Brdcstg. Co. granted permission amend applic. for CP Wichita Falls, Tex., re antenna.

APRIL 9

APPLICATIONS GRANTED:

WJDX, Jackson, Miss.—C. P. new antenna. increase D to 5 kw.

KGKO, Wichita Falls, Tex.—CP new equipment.

KCMC, Texarkana, Tex.—CP increase D to 250 w.

KBPS, Portland, Ore.—License for CP 1420 kc 100 w Sh.-KXL.

WAIR, Winston-Salem, N. C.—License for CP as mod. 1250 kc 250 w D.

WFTC, Kinston, N. C.—License for CP as mod. 1200 kc 100 w 250 w D unl.

KRNT, Des Moines—License for CP as mod. 1320 kc 1 kw N. directional 5 kw D non-directional.

KRMC, Jamestown, N. D.—License for CP as mod. 1310 kc 100 w 250 w D Simul.-D, Sh.-KVOX N.

KGIR, Butte, Mont.—License for CP 1340 kc 1 kw 2½ kw D unl.

WGBF, Evansville, Ind.—License for CP 630 kc 500 w 1 kw D Simul.-D Sh.-KFRU N.

KVGB, Great Bend, Kan.—License for CP as mod. 1370 kc 100 w unl.

WQDM, St. Albans, Vt.—License for CP as mod. 1390 kc 1 kw spec.

KAND, Corsicana, Tex.—Mod. CP move trans., studio locally, change equip.

WRTD, Richmond, Va.—Mod. CP trans., studio sites, vert. radiator.

WRDW, Augusta, Ga.—Mod. CP change equip., increase D to 250 w.

KSRO, Santa Rosa, Cal.—Mod. C P trans., studio sites, vert. radiator.

KRIS, Corpus Christi, Tex.—Mod. CP trans., studio sites, vert. radiator.

KTAT, Fort Worth—Mod. CP change equipment.

KOVC, Valley City, N. D.,—Vol. assign. license to KOVC Inc.

WJBY, Gadsden, Ala.—Auth. freq. cont. equip.

WPAD, Paducah, Ky.—Temp. auth. police calls.

SET FOR HEARING—NEW, Capitol Brdcstg. Co. Inc. Raleigh, N. C., CP 1210 kc 250 w D; NEW, WSMB Inc. New Orleans, CP 100 w 250 w D unl.; NEW, Warren B. Worcester, San Diego, Cal., CP 1400 kc 250 w 1 kw D unl.; NEW, L. Laurence Martin. Amarillo, Tex., CP 1120 kc 250 w SH; NEW, Western Union College, La Mars, Ia., CP 1210 kc 100 w 250 w D unl.; NEW Metropolitan Radio Service Inc., Chicago, CP 1570 kc. 1 kw unl.; NEW, Athens Times Inc., Athens, Ga., CP 1210 kc 100 w 250 w D unl.; NEW, Ohio Brdcstg. Co., Steubenville, CP amended 1420 kc 100 w D; NEW, Ohio Brdcstg. Co., Marion, CP 1200 kc 100 w D; NEW, Ohio Brdcstg. Co. East Liverpool, CP 1270 kc 250 w D; NEW, Ohio Brdctsg. Co., Salem, CP 780 kc 250 w D; NEW, G. Kenneth Miller, Tulsa, Co 1310 kc 250 w D; KCRC, Enid, Okla., CP new equipment., increase 250 w unl. to 500 w unl.; KXA, Seattle, CP move locally, increase 250 w 500 D to 1 kw 760 kc ltd.; WCMI, Ashland, Ky. CP move trans. locally, change antenna, change 1310 to 1120 kc, increase 100 w 250 w D to 250w 1 kw D; WBIK, Clarksburg, W. Va., mod. CP change equip.; increase 100 w D to 100 w. unl.; KIUL, Garden City, Kan., vol. assign. license to KIUL Inc.

SPECIAL AUTHORIZATION—W O W, Omaha, ext. temp. auth. 5 kw N.

APPLICATIONS DISMISSED—(request of applicants)—WDEV, Waterbury, Vt., CP 550 kc 1 kw D; NEW, Mile High Radio Corp., Denver CP 1210 kc 100 w 250 w LS unl.; NEW, Nat. Bat. Brdcstg. Co., St. Paul, CP 920 kc 1 kw unl.; WAAF, Chicago, CP 920 kc 1 kw 5 kw LS unl.; NEW, Central Mich. Radio Co., Mt. Pleasant, Mich., CP 570 kc 250 w unl.; NEW, Edgar L. Bill, Peoria, Ill., CP 1040 kc 250 w D; NEW, Northwest Publications Inc., Duluth, CP 580 kc 250 w D; NEW, George W. Young, St. Paul, CP 920 kc 1 kw 5 kw unl.; NEW, Times Pub. Co., Okmulgee, Okla., CP 1210 kc. 100 w D; NEW, Record Pub. Co., Okmulgee, Okla., CP 1210 kc 100 w D.

ORAL ARGUMENTS GRANTED—NEW State Capitol Brdcstg. Assn. Austin, Tex., 5-13-37; WLMU, Middlesboro, Ky., 5-13-37; NEW, Bay County Publishers Inc., Panama City, Fla., 5-20-37.

EFFECTIVE DATE EXTENDED—KSEI, Pocatello, Id., 4-13-37 to 5-13-37.

MISCELLANEOUS — W A A T, Jersey City, denied cont. and redesig. for hearing before Division applic. mod. license; NEW, World Pub. Co., Tulsa, accepted appearance; R. W. Page Corp., Phenix City, Ala., granted pet. intervene applic. John C. Hughes, Phenix City; Northwest Research Foundation Inc., Seattle, granted continuance hearing applic. CP new station 1530 kc 1 kw unl. to about 6-15-37; First Natl. Television Inc., Kansas City, granted pet. intervene applic. KCMO; WIOD-WMBF, Miami, granted pet. intervene applic. W. W. Luce, Ft. Lauderdale, Fla., and applic. F. W. Borton, Coral Gables; KSD, St. Louis, waived Rule 104.6 to permit appearance applic. renewal; KGFF, Shawnee, Okla., denied reconsid. denial of postponement hearing; Wichita Brdcstg. Co., Wichita Falls, Tex., denied dismissal applic. West Texas Brdcstg. Co., Wichita Falls; WDOD Chattanooga, granted pet. correct defects in depositions but denied reconsid. action on N. Ga. Brdcstg Co. Docket 3979; WSMK, Dayton, refused and returned proposed amendment applic. CP new trans., etc.; C. P. Sudweeks, Spokane, granted reinstatement applic. CP 950 kc. 500 w 1 kw LS unl.; WBRC, Birmingham, reconsid. action 2-16-37 granting without hearing applic. change equip. and increase D 1 to 5 kw, set for hearing with applic. Birmingham News Co. CP 590 kc 1 kw unl.

RATIFICATIONS—WCBD, Chicago, temp. auth. use WMBI trans. pending repairs; KHUB, Watsonville, Cal., Temp. auth. operate to 5-4-37; petitions to intervene granted Allen T. Simmons (WADC) Tallmade, O., applic. Summit Radio Corp., Akron, WDNC, Durham, in applic. WSOC, Charlotte, Enterprise Co., Beaumont, Tex., in applic. Beaumont Brdcstg Assn. for CP, KPAC, Port Arthur, in applic. Beaumont Brdcstg. Assn.; be denied motions of Magnolia Petroleum Co. and Savings Brdcstg. Co. (KFDM) to postpone hearing Beaumont Brdcstg. Assn.; denied motion WJBO to postpone hearing Beaumont Brdcstg. Assn. denied request KTFI, Twin Falls, Id., postpone order granting renewal and denying mod. license; granted pet. KGIR, Butte, Mont. insofar as it requests postponement hearing applic. Royal Miller mod. license and denied request postponement hearings applic. Royal Miller and Greater Kampeska Radio Corp. to be heard same date as applic. Tucson Motor Service Co.

Examiners' Reports . . .

WATR, Waterbury, Vt.—Examiner Dalberg recommended (I-379) that applic. CP change 1190 kc 100 w ltd. to 1290 kc 250 w unl. be granted.

WCOP, Boston—Examiner Hill recommended (I-380) that applic. mod. license 1120 kc 500 w D to 1130 kc 500 w ltd. to LS Salt Lake City be granted.

NEW, Cadillac Brdcstg. Co., Dearborn, Mich.—Examiner Dalberg recommended (I-381) that applic. withdraw applic. CP 1140 kc. 500 w D be granted.

NEW, Peninsula Newspapers Inc., Palo Alto, Cal.—Examiner Seward recommended (I-382) that applic. CP 1160 kc 250 w D be denied.

WMBD, Peoria, Ill.—Examiner Hill recommended (I-383) that applic. CP increase 500 w 1 kw LS to 1 kw 5 kw LS be granted.

NEW, Edwin A. Kraft, Petersburg, Alaska—Examiner Hyde recommended (I-384) that applic. CP 1420 kc 100 w unl. be granted.

Applications . . .

MARCH 31

NEW, W. W. Luce, Fort Lauderdale, Fla.—CP 1050 kc 1 kw D, amended from ltd. to D.

WJNO, West Palm Beach, Fla.—Auth. transfer control to Jay O'Brien.

KFBI, Abilene, Kan.—Vol. assign. license to Farmers & Bankers Brdcstg. Corp.

KRMC, Jamestown, N. D.—License for CP as mod. new station.

KRNT, Des Moines—License for CP as mod. new equip., directional antenna, increase power.

WDAF, Kansas City—Mod. CP new trans., vert. antenna, move trans. for further equip. changes.

NEW, Sam Klaver & Nathan Belzer, Omaha—CP 1420 kc 100 w unl.

WROK, Rockford, Ill.—Auth. transfer control to Rockford Consolidated Newspapers Inc.

APRIL 2

WCAX, Burlington, Vt.—License for CP change equip., vert. antenna, increase power.

WKBN, Youngstown—Mod. CP vert. antenna, move trans., for directional an-

MORE POWER—When KSTP'S mobile shortwave transmitting unit, which also saw service out of Memphis during the recent floods, attempted to cover phases of South St. Paul's stockyards for one of the series of industrial programs being carried by that station, it found portions of the yard inaccessible. So the truck was loaded onto a flat car and propelled by locomotive to the vantage points. Inset are the three announcers handling the broadcast; left to right: George Putnam, Brooks Henderson and Roch Ulmer.

tenna when WOSU is operating, change hours to unl.

WLVA, Lynchburg, Va. — CP change 1200 to 1390 kc, increase 100 w 250 w D to 500 w N & D, directional N, amended re trans. site.

KONO, San Antonio—Vol. assign. license to Eugene J. Roth, d/b Mission Brdcstg. Co.

WAIR, Winston-Salem, N. C.—License for CP as mod.

KGKO, Wichita Falls, Tex.—CP new trans.

WJBL, Decatur, Ill.—License for CP new trans.

WMIN, St. Paul—Mod. license 1370 to 1360 kc, increase N to 250 w, amended to 1400 kc.

NEW, F. B. Clements & Co., d/b Southern Minn. Supply Co., Mankato, Minn. —CP 1500 kc 100 w 250 w D unl.

KXBY, Kansas City—CP change trans., directional antenna, increase 1 to 5 kw.

KSTP, St. Paul—Auth. transfer control Lytton J. Shields to First Trust Co. of St. Paul, Helen B. Shields & Frank J. Anderson as rep. of estate; Florence E. Brown, guardian of estate of James L. Brown, and Florence Brown & Emmet Butler as trustees under will of Frank M. Brown.

KBPS, Portland, Ore.—License for CP change equip.

W6XRE, Los Angeles—License for CP high-freq.

KCRJ, Jerome, Alaska — CP change equip., vert. antenna, increase from 100 w to 100 w 250 w D, change spec. to unl., move trans.

APRIL 5

WNBZ, Saranac Lake, N. Y. — Vol. assign. CP, license to Upstate Brdcstg. Corp.

NEW, Utica WUTK Inc., Utica, N. Y. —CP 1420 kc 100 w unl.

NEW, Havens & Martin Inc., Petersburg, Va.—CP 1210 kc 100 w 250 w D spec., asks WMBG facilities when WMBG changes to 1350 kc.

WMFR, High Point, N. C.—Mod. license D to unl. 100 w, change 1200 to 1210 kc (contingent WSOC grant of 600 kc).

WAYX, Waycross, Ga.—CP new trans., increase D to 250 w.

WDBO, Orlando, Fla. — CP change equip., increase D to 5 kw.

KJBS, San Francisco—Mod. license 1070 to 1080 kc, amended re hours.

KPQ, Wenatchee, Wash. — Mod. CP move trans., vert. antenna, asking auth. new trans., change 1500 to 1360 kc, 100 w 250 w D to 250 w 1 kw D.

NEW, Floyd A. Parton, San Jose, Cal. —CP 1150 kc 250 w D.

APRIL 8

KRRV, Sherman, Tex.—CP change 1310 to 1450 kc, new trans., vert. antenna, increase 250 to 500 w, change D to unl. (contingent grant of KTBS applic. for 620 kc).

WIRE, Indianapolis—License for CP as mod. change equip., increase power, install directional antenna.

APRIL 9

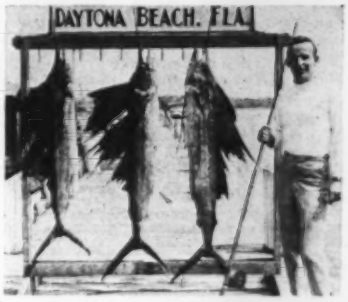
WPHR, Richmond, Va.—Mod. CP move trans., studio, for new trans., change antenna, studio.

WMBG, Richmond — Mod. CP change freq., power, hours, antenna, requesting auth. new trans., change antenna.

WMFN, Grenada, Miss.—Mod. CP as mod. change equip., move trans.

KATE, Albert Lea, Minn. — Mod. CP change 1200 to 1420 kc, change equip., power from 100 to 250 w.

KGGC, San Francisco—CP new antenna, move trans.



BIG CATCH—Three sailfish in one day's fishing ought to satisfy any devotee of that sport. Here is the catch made by Worth Kramer, program director of WGAR, Cleveland, off Daytona Beach, Fla. The biggest of the long-bills weighed 68 pounds and was 7 feet long.

Bromo-Seltzer Spots

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), is using one-minute announcements, broadcast during the evening, seven days a week, on 11 stations. Announcements placed by J. Walter Thompson Co., New York, were started this month on WNAC, WJR, WBEN, WCAU, WMCA, WGY, WGAR, KDKA, and are being continued on WSOC, WPTF and WIS, on which stations the announcements began in January. Quarter-hour sports summaries are also being used following the baseball broadcasts on WJJD, Chicago.

Tetley Plans Radio

JOSEPH TETLEY & Co., New York (tea) is contemplating its first radio campaign. No decisions will be made, however, until May 1 when J. Graham Wright, president of the company, returns from Europe. Blackett-Sample-Hummert Inc., New York, is the agency.

APRIL 12

NEW, William F. Maag, Jr., Youngstown, O.—CP 1420 kc 100 w D.

WSAZ, Huntington, W. Va.—CP new trans., increase D 1 to 5 kw, change antenna.

WHK, Cleveland—CP directional antenna N.

KRMD, Shreveport, La.—License for CP change equip., new antenna, increase power.

NEW, Arthur Lucas, Savannah, Ga.—CP 1310 kc 100 w unl.

NEW, Radio Enterprises, Inc., Lufkin, Tex.—CP 1310 kc. 100 w D.

NEW, E. P. McChristy, Brownwood, Tex.—CP 630 kc 250 w D.

KORE, Eugene, Ore.—License for CP change equip., move trans., studio.

NEW, R. M. Dickinson, San Diego—CP 890 kc 1 kw 5 kw D unl.

National Drive Started By Retail Grocer Group

NATIONAL RETAILER-OWNED GROCERS Inc., a cooperative group of national independently owner grocers with headquarters in Chicago, has begun a national spot campaign using quarter-hour weekly transcriptions on two stations with more to be added later. Ultimately about 40 stations will be used. This is the first effort NROG has made to advertise nationally and to guage results. Commercials are confined solely to Surfine coffee—NROG's own brand.

NROG warehouses throughout the country are placing the series locally. The transcriptions are 13 minutes long, with 1½ minutes at the end for a local tie-in. Optional tie-ins include an offer of coffee percolators for empty Surfine bags, and auditions for children to read a poem. The program started on WGR, Buffalo, April 1 and on WOOD-WASH, Grand Rapids, April 2. KMBC, Kansas City, will begin broadcasting the program April 17. Duane Wanamaker, Chicago merchandising counselor, produced the show.

Tasty-Lax Series

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax) on May 1 will begin a 13-week series of foreign language (Italian) live-talent programs in New York, Chicago, Boston, Buffalo and Philadelphia, with stations to be selected shortly. The programs will be 15-minute shows three days weekly. Blaine-Thompson Co., New York, is agency. M. L. Ullman is account executive.

MR. E. H. RIETZKE — PRESIDENT OF CREI

Yes! .... But - What Can CREI Do For Me?

● CREI offers you a thorough, modern home-study course in Practical Radio Engineering. It gives you up-to-the-minute advanced instruction in what goes into modern radio apparatus. It helps you to become thoroughly familiar with the various types of vacuum tubes and how they operate. It enables you to look at a transmitter or receiver with the eyes of the engineers who design them, and realize the possibilities and limitations of their circuits. If you realize the importance of TECHNICAL TRAINING in getting ahead, send for our free booklet that describes our courses and your future.

● *Write for Free Copy of*
"A TESTED PLAN FOR A FUTURE IN PRACTICAL RADIO ENGINEERING"

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-4
14th and Park Rd., Washington, D. C.

CREI

SCIENTIFIC

Scientific RADIO SERVICE CRYSTALS

are recognized the world over for their Dependability, Output and Accuracy of Frequency. All Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01%.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-427 for price list.

Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.

NEW Reduced PRICE — ASTATIC MODEL K-2 — NOW Only $27.50

Write For Literature

The famous Astatic Non-Directional Dual Diaphragm Dual Unit Studio Model K-2 is now within the purse range of every microphone user. Never before has a crystal microphone of this quality been offered at so low a price.

Featuring
THE NEW ASTATIC PLUG AND SOCKET AND CABLE PROTECTOR

Furnished equipped with the exclusive Astatic plug and socket connector, permitting instant interchange with Astatic D-2 or D-104. Plus the new Astatic Spring Cable Protector which prevents cable breakage at mounting.

The dependable, clear-toned crystal microphone that broadcasting and P. A. engineers are installing to replace now outdated, bulkier, more erratic devices.

Licensed under Brush Development Co. Patents. Astatic Pending.

ASTATIC MICROPHONE LABORATORY, INC.
DEPT. BR, YOUNGSTOWN, OHIO, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

Merchandising & Promotion

Campus Contacts—Nuts to You—Scout Scatterers—Bills for Women—On a Horse—Gay Nineties

MERCHANDISING methods used to promote the Pontiac *Varsity Show* which began Jan. 22 on NBC-Red network, have proved the effectiveness of well planned tieins. Before its tour to a different college or university each Friday night, 10:30-11 p. m. (EST), Pontiac furnishes free postcards for mailing to the entire list of active alumni, over 500,000 in all, giving complete program information and time zone data. Full page ads in alumni magazines, student dailies and weeklies are devoted to creating interest among the graduates and student body of each university.

Admission to the shows, according to *Broadcast Merchandising*, NBC house organ, is by ticket only and 90% of the tickets are reserved for students. Dealers have distinct place in the campaign plans, although the emphasis is put on alumni and student tieins. Lithographed window posters and small display cards are sent to all local dealers and spotlight ads are placed in city dailies. Pontiac uses a brief straight selling message about the company, its policies and its car, refraining from any attempt to link the universities with Pontiac cars or to suggest indirectly that they indorsed them. The shows are built by Henry Souvaine Inc., New York program builders, and the account is handled by McManus, Johns & Adams Inc., Detroit.

* * *

A TRICK package of Grape Nuts of the jack-in-box variety is being distributed by General Foods Corp., Battle Creek, Mich., to promote the *Burns & Allen* Monday evening series which began April 12 at 8 p. m. on NBC-Red. When the rubber band is removed, up pop George and Gracie saying, "Grape Nuts to You!" Young & Rubicam Inc., N. Y., is agency. The novelty was distributed by Bureau of Industrial Service.

FROM LISTENERS — More than 275,000 books have been distributed to the *Today's Children* followers, each of whom sent 50 cents. The book carries the same title as the program and both are written by Irna Phillips, who also acts in the program, heard daily on NBC-Red. Submerged by requests is Gale Page, above, who plays the role of Gloria Marsch. Public libraries in some cities have purchased copies to meet the demand for the 259-page book. Hutchinson Adv. Co., Minneapolis, is agency for Pillsbury Flour Mills Co., Minneapolis, the sponsor.

ALTHOUGH the Philadelphia newspaper-radio relationship in 1935 was antagonistic, today the *Record, Inquirer,* and *Ledger* are swapping space for time in a cooperative way, according to Donald Withycomb, general manager of WFIL. The most recent arrangement is with the *Ledger*, by the terms of which the paper will use a 15-minute series, 9:45 p. m. Sundays, for dramatizations of its Dorothy Dix column and WFIL will be credited with lineage to merchandise the programs of its local and national advertisers. Joseph T. Connoly, WFIL's publicity director, estimates that the three papers spend $3,000 each week on radio. WIP also has trading agreements with three Philadelphia papers and WDAS with one.

* * *

KEHE, Los Angeles, to build up an immediate children's audience for *Detective Dalt and Zumba*, new five-weekly quarter-hour serial, which started on that station April 5 under sponsorship of Bireley's Inc. (orangeade), distributed 260,000 handbills to Southern California grammar school students on the afternoon preceding the first broadcast. Approximately 200 Boy Scouts were paid to distribute the handbills calling attention to the serial which is directed to listeners ranging from 8 to 16 years of age. Ted Gailey, KEHE account executive, arranged the merchandising stunt. Agency is Philip J. Meany Adv. Co., Los Angeles.

* * *

AMONG leading contestants to date for the most unusual promotion piece of the year is NBC's April 6th mailing to radio editors, consisting of (1) a cellophane-covered rubber mouse, (2) a piece of sheet music entitled "I Love Those Singing Mice", and (3) a letter signed by Raymond Roquefort, director, NBC Exterminators' Dept., reminding the recipient that 22 singing mice were to make their radio debut on the following Sunday on NBC's Blue Network.

* * *

CATALOGS given all salesmen for Central States Broadcasting System have presentations for every CSBS sustaining show. Copy is short, but the pages are over-run with comic drawings emblematic of the show. The pages are drawn and copy typed in, then photostated. When an advertiser wants to buy time, but doesn't know what to put in that time, the booklets help him decide. Bruce Wallace and his promotion staff prepared the catalogs.

* * *

KMBC, Kansas City, took a prominent part in the city's annual Food Fair, with Beaulah Karney, KMBC household economist, conducting a daily cooking school. For ten days prior to the Fair she interviewed prominent food industry figures. The *Gene & Glenn* team appeared at the show.

* * *

MEMBERSHIP cards in the Great American Whopper Club are being distributed to his listeners by Col. Jack Major, one-man variety show, on CBS.

TO PROMOTE interest in *Follow the Moon*, serial drama broadcast five afternoons a week on NBC-Red in the interest of Woodbury Soap, George Scher, publicity director of Lennen & Mitchell Inc., agency for the Jergens-Woodbury Sales Corp., writes a weekly summary of the story for publication in handbills distributed by American Stores Co. to some 200,000 women each week. Another piece of promotion prepared by Mr. Scher for this client is the *Jergen Journal*. Five million copies of the first number, a winter issue containing articles on Walter Winchell, star of Jergens Sunday evening program, and winter sports and health hints, were distributed through drug and department stores. The summer issue is now in preparation.

* * *

ROBERT CLARKSON, formerly with Lamont, Corliss & Co., New York (Nestles and Pond's products), has joined the recording department of WOR, Newark, where he will sell and promote the station's recording services. Ray Lyon, development engineer, is in charge of the recording studios of WOR, which have been used for some time by the station for its own clients but which now will for the first time be actively promoted to radio advertisers and agencies generally.

* * *

KTOK, new Oklahoma City station, has offered two free airplane trips to Chicago to Oklahoma City school children who suggest the best slogan. Contest ends June 1. The station, which recently announced affiliation with Mutual and Oklahoma networks, is licensed to Oklahoma Broadcasting Co., of which Harold V. Hough is president.

* * *

IN ADDITION to placing advance announcements in all the church pews of the Twin Cities, the Minneapolis Church Federation heralded the advent of *The Sunday Players*, transcribed bible drama series on WTCN, by distributing 150,000 circulars through the public schools of Minneapolis and St. Paul. Series was transcribed by Mertens & Price Inc., Los Angeles.

* * *

WMCA, New York, has published a terse promotion piece titled *3,383* Men on a Horse* (*Women Too), the title indicating the daily average number of cigar bands received in an amateur handicappers contest sponsored by Webster-Eisenlohr Inc., New York for its Henrietta cigars.

* * *

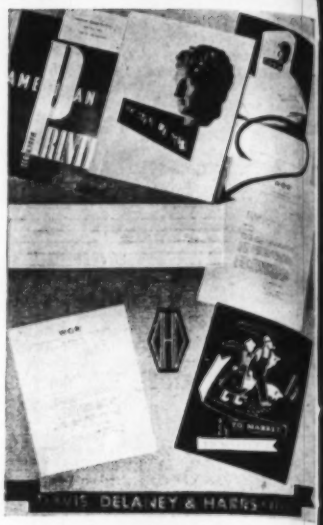
WHBQ, Memphis, broadcasts a radio spirit, furnishes clues to its identity, and gives prizes to the first six correct guessers. The program is promoted by audible screen trailers and a black-robed, mysterious person who parades downtown streets wearing signs.

* * *

KFXD, Nampa, Idaho, has published a 34-page brochure describing its studios and technical equipment, market and coverage, along with a relief map of its surrounding area. The KFXD code of ethics is included.

* * *

WHO, Des Moines, has just published a 30-page souvenir picture book describing the activities of the station that center around the *Iowa Barn Dance Frolic* and selling for a quarter.



WOR HONORED—"One of radio's best promotion pieces of the year" is what *The American Printer* calls *Of These We Sing*, market data book issued last month by WOR, Newark, which was placed on exhibition as an outstanding example of sales promotion literature at a special luncheon on April 2 at the New York Advertising Club.

AN ILLUSTRATED brochure setting forth field work and demonstrations of WXYZ's merchandising department and its service to the advertiser has just been issued by the Detroit station. It answers all questions as to how the service is conducted and why there is no charge for it. As recounted in an article by H. S. Christian, WXYZ and Michigan Network merchandising director, in the Dec. 1, 1936 BROADCASTING, the service is rendered without cost with non-cancellable 13-week contracts.

* * *

WMCA, New York, has started a question-answer program titled *Quizdom Court*, during which members of a Bronx theatre audience are quizzed and those giving the most correct answers are awarded free tickets. Alexander's Department Stores of the Bronx is sponsor.

* * *

CBS has started publication of a monthly list of sponsored and sustaining programs, the first volume covering the month of April. The cover of the booklet carries diagonal panels with names of sponsors. Another CBS promotion piece deals with the popularity of Boake Carter, Philco commentator.

* * *

OLD TIME handbills announcing Don Lee's *Old Time Melodramas*, a new MBS series on alternate Saturdays 9:30 p. m., printed in red and green and set in type reminiscent of the Gay Nineties, were released April 12.

* * *

A COMPREHENSIVE survey of coverage and sales possibilities of WKBZ, Muskegon, Mich., complete with mats and cuts of studio activity and bound in hammered silver cover, has just been distributed to the trade.

* * *

WESG, Elmira, N. Y., turned over operation of the station for a day to students of Elmira College, who handled controls and microphones.

WLW

Is glad to announce its affiliation with

WHN New York
WFIL Philadelphia
KQV Pittsburgh

●

This new development is an improved service offered by The Nation's Station to both its listeners and its advertisers.

●

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